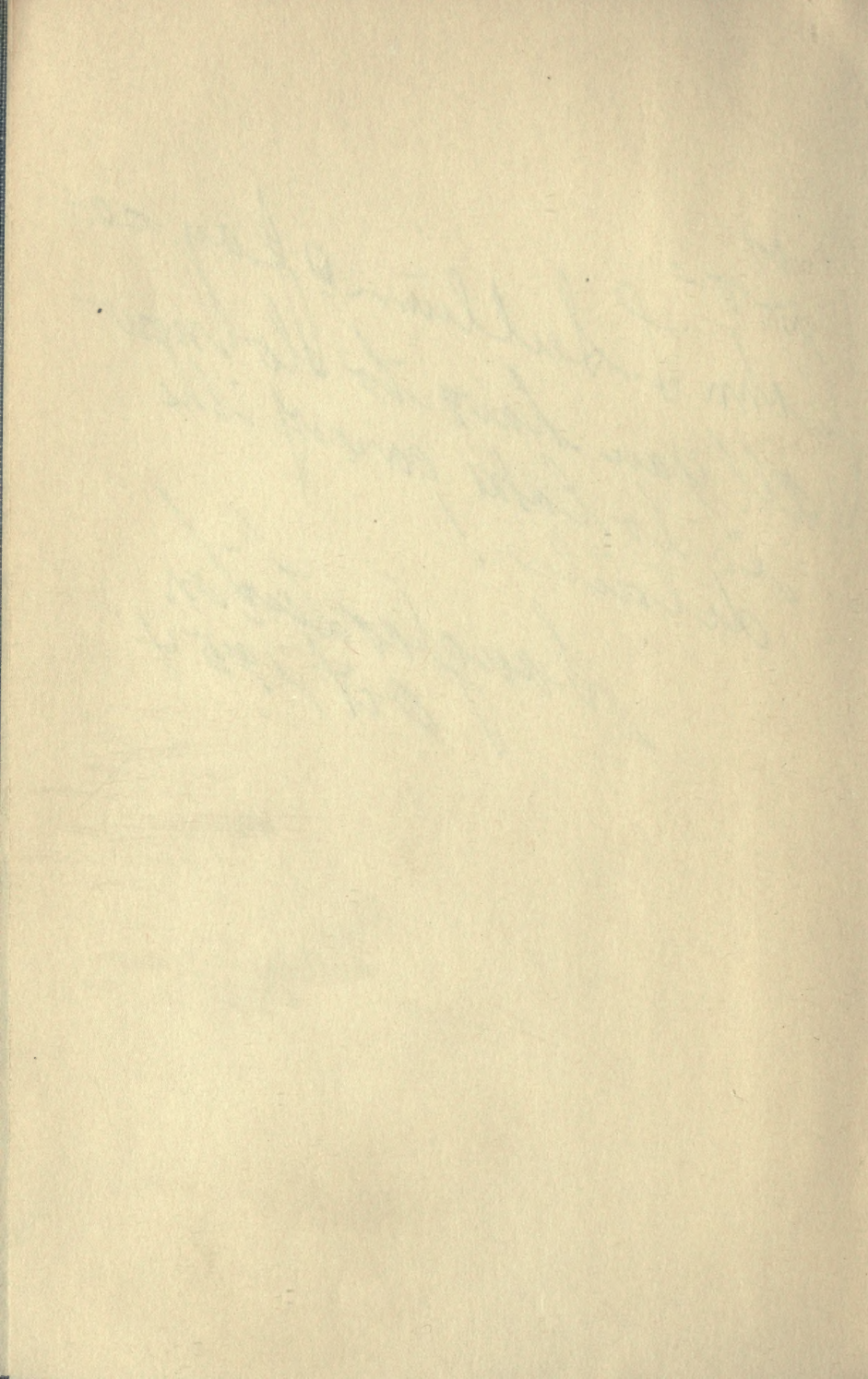


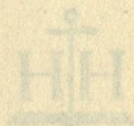
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all you have to do now
is to take care of the
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Langston
Oct 1954



The
Complete Home Book
of
Money-Making Ideas

BY DOUGLAS LURTON

HANGOVER HOUSE, GARDEN CITY, NEW YORK



Books by
Douglas Lurton

MAKE THE MOST OF YOUR LIFE

THE POWER OF POSITIVE LIVING

THE COMPLETE HOME BOOK OF MONEY-MAKING IDEAS

*The
Complete Home Book
of
Money-Making Ideas*

BY DOUGLAS LURTON

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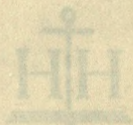
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First Edition



This Book Is Dedicated

To the encouragement and service of men and women who want to make extra money at home.

To the enterprising individuals whose stories of resourcefulness in these pages will be of great service to others.

To the thousands of skillful, helpful, patient specialists in private organizations and local, state, and federal government services, who are ever ready to generously and wisely assist makers of money at home.

You can make money at home on the basis of your own resourcefulness. If you weren't somewhat resourceful you wouldn't read this book, which is the easiest and most comprehensive guide to home-made incomes ever devised. Many thousands of men and women have made money at home with the practical projects outlined here, by drawing on their average native abilities.

It is the purpose of this book to help you discover or rediscover and put to profitable work abilities that you now possess. Within the covers of this one volume you have the most comprehensive survey of home-business projects available; more tested, practical, proven, earth-and-bean projects; more authentic case illustrations of other men and women, young or old, who help show you the way to profit; more leads to books and pamphlets and specialists by the

INTRODUCTION

What This Book Can Do for You

"If I could only find some extra money . . ."

"I wish I could make more money . . ."

"I'm sick of my job—I'm worth more than I'm getting . . ."

"How can I ever get that new car—that fur coat? ? ?"

"How can I pay off the mortgage; send the kids to college? ? ?"

"IF ONLY I COULD MAKE SOME MONEY AT HOME WE COULD . . ."

If ever you have uttered one of those common sentences—or thought it—this book is designed to help you. YOU CAN make money at home. You can make "pin money" or you can make several hundreds or thousands of dollars annually. Here you have more than 1000 *tested* ways to make money in your own home kitchen or workshop, attic or basement, shed or garage. You are not told that you can make a fortune growing petunias on a belt buckle. You are shown how thousands of others have in their homes on either a part-time or full-time basis *tested and proved* these ways to extra income. You don't need a miracle. You can make your own home-business "miracle" by following the basic rules. You don't need a fortune to get started. You can start on a "shoestring" as others have done before you.

YOU CAN make money at home on the basis of your own resourcefulness. If you weren't somewhat resourceful you wouldn't read this book, which is the easiest and most comprehensive guide to home-made incomes ever devised. Many thousands of men and women have made money at home with the practical projects outlined here, by drawing on their average native abilities.

It is the purpose of this book to help you discover or rediscover and put to profitable work abilities that you now possess. Within the covers of this one volume you have the most comprehensive survey of home-business projects available; more tested, practical, down-to-earth-and-hearth projects; more authentic case illustrations of other men and women, young or old, who help show you the way to profit; more leads to books and pamphlets and specialists by the

thousand who will help you without charge; more small home businesses that can grow into sizable outside businesses of your own; more sound tips on starting and managing a small home enterprise and selling your products and services than are offered in any other one volume.

It is not expected that you will suddenly reap a fortune between dawn and dusk. Nevertheless, you have here hundreds of projects that can be launched rapidly on the basis of the information in these pages; and there are hundreds of other projects that can be successfully established as home-money producers by following the formulas and leads given here. This has been called a multimillion-dollar book. How big will your slice be? Before you dismiss that estimate as extravagant, consider this: if only 2000 of you readers make a profit of only \$500 a year there is one million. If only 1000 of you make \$1000 a year, there is another million. There are many who should find here the key to thousands a year for years to come.

You can use this book to increase your income and change the entire course of your life. It shows you, among other things:

- One thousand or more ways to make money at home

- You don't have to be a genius

- How to discover your hidden talents

- Easy ways to put your imagination to work

- How to protect your ideas and products from pirates

- How and where to sell ideas and inventions

- How to develop easy spare-time activities into cash

- How to have fun and profit with hundreds of arts, hobbies, handicrafts

- How to profit with your kitchen products and services

- How to develop home services for income

- How to make extra money in country, town, and outskirts

- How to label, package, and sell your products

- How to sell home products and services in local and national markets

- Easy ways to sell by telephone

- How to sell by direct mail

- How hundreds of others make money at home just as you can

- Needed inventions that could make you rich

- How and where to get materials for home products

- How and where to get thousands of specialists to help you free

- How to get others to work for you

How to develop a home business into a larger business

How to manage your own home business

How to acquire these valuable by-products of home-profit projects:

Satisfaction from improved standard of living

Satisfaction in demonstrating your initiative and skill

The peace of greater security

The thrill of a new financial independence

Pleasures of new and friendly contacts

The minimizing of home drudgery

Increased zest for living that accompanies successful new activities

Your best way to use this guide to your own selfish advantage is to decide that it is worth using an hour a day of your spare time for 30 days to discover how you can make hundreds or thousands of dollars each year at home and perhaps develop a sizable independent business of your own. It is suggested that you read this book from cover to cover, even though there will be many chapters in which you have no vital interest. The book is designed to stimulate your imagination. By reading of what others have done and can do, you may encounter just the one little spark of an idea that flames. Make notations on the margins of your book as you go along. After reading the volume you can go back and study more carefully the parts that appeal to you most. You can profit by the failures and the successes of others whose experience has made this guide possible. Remember that you need only one idea that most closely fits in with your experience and needs and desires. When you narrow your search down to that one idea, get all the information you can about it and study the best methods of production and advertising and sales and management.

There are enterprises here for men working alone, for women working alone, for husband and wife, and for the entire family and neighborhood groups. Men who feel stopped on their jobs may find stimulation here for contributions that will increase their salaries or, better yet, give them escape from the other man's payroll. Women who are working and trying to keep a home together may well find greater actual profit in home enterprises that keep them with the children. Many women have started home businesses that draft their husbands from their jobs and set the family up in complete independence.

This independence is closest to your attainment if you don't leap into a home project the hard way by "going off half cocked." The wisest and easiest way to make money at home is to start small and cautiously. The easy way is to plan carefully in advance before you make any expenditure and waste your time and become discouraged. The easy way is to learn as you go, constantly using the available guides and the advisers who will help you. The easy way is to uncork your imagination, carefully select the best enterprise for your individual needs and talents, and get started, letting your own efforts and ingenuity take the place of large capital.

Select your project. Lay your plans carefully. **GET STARTED TODAY.** May you profit richly and win a more desirable way of life!

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Part One

YOUR UNDREAMED OF POSSIBILITIES

CHAPTER ONE

You Don't Have to Be a Genius

YOU DON'T have to be a genius to make money at home. Many thousands of men and women have made theirs a two-income family, a three-income family, sometimes finding it surprisingly easy to make hundreds or thousands of dollars from side lines they had previously overlooked. You may well discover that you can do the same with abilities you already possess.

In nearly every community a John Smith appears with a new car every two or three years, the down payment on a fine new house, or sends the children off to expensive colleges—and you wonder how he manages it on that job he holds in town. Mary Smith, his wife, swings along in a luxurious new fur coat, gets a cherished piano or a new luxury television set, takes costly vacations—and you wonder how she manages to do it on John Smith's income. The chances are good that if you inquire, you will find that one or both of the Smiths have been quietly at work making money at home even though they haven't super-brains.

Countless thousands are taking this more or less easy way to get more luxuries and fun out of life and gain a greater financial security. Frequently they develop these part-time activities to the point where John Smith becomes his "own boss" or Mrs. Smith owns and supervises a small business of her own. They turn shoestring financing and resourcefulness into a steady income. Surprisingly often, such side-line operations simply *force them* into truly large incomes. They do this in cities and towns and in the country, in tiny apartments and on farms, in kitchens, garages, basements, attics, living rooms, sheds, chicken coops, gardens, at typewriters and telephones, and by use of direct mail—in thousands of ways. What are *you* waiting for?

Until you have really explored your own hidden possibilities, you should refrain from saying that the successful folk you know and read about have talents that you don't possess. Haven't you observed many money-makers who don't impress you with any particular

show of brilliance? You have the testimony of famous psychologists that talent is not as restricted as many believe and that we all have several talents within us; abilities that are not lacking but simply lying dormant waiting for us to do something about them.

You can't control all opportunity and accident of placement, but you can control your effort and your application and your search for doors that can be opened, by studying the varied activities of others and searching for your own particular opportunity. Edison's teachers called him dumb. Winston Churchill once flunked some college examinations. The great Charles Darwin called himself "a man of very ordinary capacity and rather below average in intelligence." Schoolmates called John R. Gregg a "dull one," but he developed a famous shorthand system. The records abound with tales of the famous who in early stages showed no signs of genius, and if they hadn't sought open doors for what capacities they had, they could never have attained great heights. In these pages you can find scores and hundreds of people in more or less ordinary walks of life who showed no signs of genius but applied themselves with the abilities that they did recognize, and by so doing achieved very beneficial results.

GET RID OF SELF-IMPOSED LIMITATIONS

Many of them had to first get rid of *self-imposed limitations*. The psychologists assure us that it is not lack of genius but these self-imposed limitations that so often hold us back: the thought that we aren't too smart, that others can do what we can't do. All too often those limitations are set up without any justification whatever. Dr. Louis E. Bisch, prominently known New York psychiatrist, says, "In the last analysis you are not half as bad as you think you are. You have many good points. Emphasize them. Give yourself a chance. Pat yourself on the back once in a while. Don't try to tear down and destroy, but, instead, build your ego and *sell yourself the idea that you're as good as the average person—maybe better!*"

One psychologist put a considerable number of college students into two groups. In the group of *over-achievers* he put students who were doing better than their mental ability or I.Q. indicated. In the group of *under-achievers* he put those whose work was poorer than their I.Q. indicated it should be. These students came from varied walks of life, yet he found that five personality and emotional quali-

ties—not *mental qualities*—made all the difference. Over-achievers were strong and under-achievers were weak in these five qualities: Industry, Perseverance, Co-operativeness, Ambition, and Dependability. That doesn't rule you out!

Somewhat similar findings resulted from a study conducted by Dr. Catharine Cox Miles, eminent Yale psychologist. She studied the childhood and youth of 301 of the most famous geniuses of the past 400 years and concluded that their personalities and emotional drives had more to do with their achievements than their exceptional mental gifts.

Dr. Albert Edward Wiggam, well-known writer on science subjects, reports spending a day with Dr. Miles talking about what she called "my children." "Only eight of the 301 were girls," she commented, "and I could not help but see running through the characters of all of them four outstanding traits: (1) obstacles brought out their fighting power; (2) they were steadily persistent in their motives and undertakings; (3) they carried out important tasks on their own initiative; (4) their desire to excel and to reach their goals amounted to a passion. And," she added with emphasis, "I am convinced these are the strong characteristics of all successful men and women of today." What have *they* got that *you* haven't?

There is ample food for encouragement in these findings if you want to go into a home business of your own. There is additional testimony that could be presented endlessly. For instance, Walter Dill Scott, psychologist and president emeritus of Northwestern University, declared, "Many of us never know our possible achievements because we have never warmed up. It is more than probable that the average man could, with no injury to his health, increase his efficiency 50 per cent." Why not *warm up*?

Indication that you have what it takes to make a greater success is found in the oft-quoted words of Dr. William James, the famous Harvard professor of psychology, philosophy and medicine: "Compared to what we ought to be we are only half awake. We are making use of only a small part of our physical and mental resources. Stating the thing broadly, the human individual thus lives far within his limits. He possesses powers of various sorts which he habitually fails to use."

Who are we to quarrel with the conclusions of these specialists? In these findings we have assurance that genius isn't requisite to sound development of successful enterprise. On the contrary, if you have

just plain ordinary garden-variety intelligence that has made it possible for you to work for pay, or administer a house and kitchen, you can be assured that you have more than just that one ability. You can be assured that if you search for another outlet for other talents and apply yourself to that outlet you may well acquire that additional income that will help to make your life more fruitful. Also, as a bonus, you may well find that your new activity sharpens your interests and brings you in contact with other people who become your business contacts or friendly associates and make your life more worth while.

MAKE YOURS AN EXTRA-INCOME FAMILY

You can make yours an extra-income family if you want to. You can be sure of one thing, and that is that *you'll never know what your full possibilities are unless you look for them and do something about them*. Charles F. Kettering, the famous inventor and research director, puts this truth clearly when he says, "Keep on plugging and the chances are you will stumble on something, perhaps when you are least expecting it. *I have never heard of anyone stumbling on anything sitting down.*"

Consider these snapshots of folk who discovered hidden talents and did something about them, case illustrations of resourceful folk at work:

"Being in the candy business is far removed from anything I had ever thought of," says Mrs. Elizabeth Nelson of Lynn, Massachusetts. She had been in summer stock and doing monologues for women's clubs. But she had two young children and wanted another income. She bought candies from wholesalers, packaged them in a box of her own design, and set up a thriving mail-order business in her home.

Bill and Eleanor Coolidge of Manchester, Massachusetts, put up orange slices in jars for old-fashionedes. They gave some to friends. A few jars were put on sale in a neighborhood shop. They now have a score or more products from Kettle Cove Industries, Inc. selling in shops and by direct mail—an outgrowth of their home-started business.

Young Annie Lee Haynes of Webb, Mississippi, started with two hens and a rooster and developed fall and winter sales of \$268, and Jesse D. Jewell started with a few chickens in a shed and later was raising 2,000,000 chickens.

Hazel Bishop, a student at Columbia University, didn't like smearing lipstick so she worked out a formula for a non-skid, non-smear, kissproof lipstick and sold a few hundred dollars' worth. Then in 1950 sales were around \$3,000,000.

Wanting some pin money, Mrs. Julia Stevens Kraft whipped up some fudge on her old wood-burning range on the farm near Wheaton, Illinois, and sold it for 90 cents a pound to a baker who sold it for a dollar. That was her home-business start that built up to a \$5,000,000 business.

Lorna Slocombe advertised for manuscripts to type and soon had a typing business on her hands with others doing the typing while she developed as an outstanding writer of articles for magazines.

Arthur P. Chamberlain was a Wall Street broker whose home workshop was a hobby. He had a knack for mending things and became the Mending Man of Greenwich, Connecticut, doing a \$30,000 annual business.

Ed Price liked to raise bees. He wondered if he could sell the honey. He put up signs at the roadside. Buyers came to his New Jersey house. He bought more bees and sold more honey—more bees and more honey and he had a home side-line business.

George Spanton of Long Island, a war veteran wanting more money to get through college, bought breeder earthworms, packaged the offspring raised in beds in the basement, set up his own sales company, became a worm merchant selling packaged Ketch-ems.

These are only random samplings mildly indicating the range of possibilities open to men and women who want to make money at home and who often find that they are in big business that is almost forced upon them. Perhaps you don't want to make fudge or raise earthworms, but you see here at work some of the people who didn't stumble on their side-line profit projects while sitting down—they turned to items that interested them, started small, and rang the cash register. There are almost countless projects waiting for you. What are you waiting for? You hold in your hands a guide that can make a fortune for you if you look that scare word "Business" in its beady little eyes and don't let it frighten you.

CHAPTER TWO

Don't Let That Word "Business" Frighten You

THERE ARE many folk who have held themselves back because the word "business" has taken on the aspects of some great forceful bogeyman, a sort of giant who is all-wise and quite, quite mysterious. Take that giant apart and see what makes it tick and you'll never be afraid of it again.

The word itself breaks down to "busy" plus "ness." Busy, according to Merriam-Webster, means "engaged in some occupation or work; not idle or at leisure . . . full of business, activity, etc." "Ness" is a suffix used primarily to form nouns denoting state, condition, quality, or degree. So for our purposes business is the state of being actively engaged in some occupation or work.

Now what is so fearful about that? You are a businessman or a businesswoman if you are engaged in any phase of business. And don't assume that the capital-letter BUSINESSMAN sees all and knows all. He doesn't. Even the professional business specialists are in the records as, on occasion, being 99.44 per cent stupid. Did you ever see a "big shot" in pink shorts? You would lose any awe you may have had.

That corner shine-stand is a business. As a matter of fact if your home is run efficiently on a reasonable budget you are practicing the basis of small business. If you have ordinary horse sense, know your eighth-grade arithmetic (many "big" businessmen fail when they forget to use that eighth-grade equipment), do a reasonable amount of budgeting and buying and planning and breaking even or saving a bit, you are using the basic principles of business.

Perhaps the reason so many are afraid of the word "business" is because they see a fully developed operating business as a complete picture. They forget that it was once small and built a little bit at a time. The great Ford business empire might well give anyone pause, seeing it as a whole. But don't forget that at its beginning it was a

lanky man tinkering in shed and basement and kitchen—actually setting up his first Ford motor and clamping it to the kitchen sink. I've seen the pioneer Ford motor so placed. The great majority of American businesses are small—very small. The great majority of *big* businesses started very small—usually with one man or one woman, or a man and wife and the entire family, working at home in kitchen or shop or living room, developing an idea for a service or a product. Furthermore, most of these businesses were launched with “shoestring” financing, a hope, an idea, investigation, initial steps of action, perseverance and faith.

You may think of successful business involving credits and financing and a complex system of discounts and percentages, merchandising and management, bookkeeping and intricate filing systems, expensive offices and personnel; and topping it all, someone astute in the realms of supervision, capable of crystal gazing more accurate than that of tea-leaf readers. As a matter of fact, all or most of those elements and more are involved in business, but it is doubtful that one in a thousand beginning businessmen or -women possess anything but a fraction of that mass of knowledge at the outset. We wouldn't have hundreds of thousands of small businesses if the men and women who founded them had refrained from action because of lack of full-fledged business experience. The fact is that resourceful men and women, imbued with courage, and persistence, and a sound idea, go to work at it and get their information a piece at a time and meet their problems one at a time.

Unquestionably the better your preparation and understanding of business principles the better it is for you and your project, but our point is that anyone who has enough sense to pound sand and steel wool into a rat hole is justified in starting a home business in a small way and learning as he goes. You may make some mistakes, but if you are resourceful you will overcome them. And regarding this fear of the word “business,” you should keep in mind that there is a conspiracy of painful silence among businessmen and -women regarding their **BLUNDERS**. If they have one bright idea it will overcome their numerous failures. It is a matter of record that many businesses, large and small, are financially successful *in spite of, rather than because of, the operators*.

Many a textbook and many a banker would challenge the statement that businesses frequently succeed in spite of the “businessmen” in the big front office. But that is because they feel it is safer

to advocate a perfection that few possess. Naturally perfection would be desirable—even if boring. The assurances offered here are based on more than a score of years of successful operation of several profitable businesses, coupled with a continuing almost professional study and analysis of individual and business organization success and failure. The writer has been instrumental in the founding and administration of several very successful business operations, and has served as a consultant for a number of business enterprises. This testimony is offered not to encourage a carefree, haphazard approach to the founding of a home business, but to assure you that there is no good reason to be scared of that word “business” that is so formidable to so many. This one volume will give you more essential facts regarding the foundation of a successful business than most successful businessmen and -women had when they first started.

THE “SECRET” OF BUSINESS SUCCESS IS NO SECRET

Men and women who are ambitious enough to want to improve their standard of living with homemade businesses have at their command books such as this, and books dealing with technical phases of almost any particular line of business. They also have on call the numerous offices of the U. S. Department of Commerce and various state departments with business specialists waiting to help them with their problems large or small, and Better Business Bureau offices to protect them from charlatans. The U. S. Department of Agriculture and other government sources provide for you an amazing array of very valuable detailed information, and throughout this work you will find listed free or low-cost material that puts experts in your living room, kitchen, workshop, or on the land—all ready and willing and able to help you.

Illustrative of the way in which one man used available materials is the inspiring story told us by Ralph S. Dunne, proprietor of a retail fuel and oil business in Pennsylvania. A few years ago he was having trouble with customers of his small business, sustaining losses, losing faith in almost everything, including himself. He thought that there must be some reasonably simple, basic law of business that, if understood and intelligently followed, would prove an open sesame to success.

He says the thought suddenly occurred to him, "Why, Henry Ford must know what the basic laws of business really are. He couldn't be so successful unless he did know. *If only I could talk with him!*

"Then I realized I could talk with him. He was right in the room. I reached to the shelf for his two books, *My Life and Work* and *Today and Tomorrow*, in which he had fully outlined his business philosophy. I knew that before the night was over I would have the answer.

"Hours later I found it. Just twenty-four words, but what a difference they have made in my conduct, and in the returns my business has paid. Mr. Ford said:

"Start from where you stand and let the public make your business for you. The public and only the public can make a business."

"It's a curious thing that what we read or hear or see may not of itself seem important. *It's what our own development of the idea does to us that is the important thing.* In this instance Henry Ford was saying to me that we must really know people, what they need and what they want.

"Here is another thought he tossed at me.

"If a man is born with normal human faculties, if he is equipped with enough ability to use the tools which we call 'letters' in reading and writing, there is no knowledge within the race that he cannot have—if he wants it."

"There is nothing new there, perhaps you say. Possibly not. But what difference does that make, so long as the thought expressed excites your imagination, creates additional ideas for you? That's exactly what it did for me. It made me realize that just as he was helping me, there were others who could contribute specialized knowledge of advertising, selling, display."

Mr. Dunne decided that he would draft Ford and Robert R. Updegraff, Kenneth M. Goode, Elmer Wheeler, and Lin Yutang as his advisory board of directors. He called on their books for advice—Updegraff's *Yours to Venture* and *A New Bag of Tricks for Every Business*; Goode's *How to Turn People into Gold*; Wheeler's *Tested Sentences That Sell*; Lin Yutang's *The Importance of Living*. He changed the name of his business and his policies and adopted or adapted the ideas of his board of directors.

He advises others, "Reach out, as I am doing, for the inspiration of others to jar you out of complacency and to make you want to venture as you have never ventured before." It works! Mr. Dunne

used his board for years, prospered, later sold out, toured Europe, and started again with this board.

The approach used by Mr. Dunne can be used by you just as it has been used by many others who decided they need not be afraid of "business." If business is so mysterious and formidable, how can we account for the fact that boys and girls, widowers and widows, married couples young and old, launch their home-business money-makers each year without any previous business experience?

WINNERS AREN'T AFRAID OF "BUSINESS"

Without previous business experience, youngsters in their teens quickly learn the simple basic requirements and profit accordingly. If they can do it, why can't you do even better on the basis of the common sense—common or uncommon—you have acquired through the years, and by utilizing abilities that you may never have taken out for exercise. More than 70,000 high school juniors and seniors in approximately sixty communities have organized more than 1200 companies to turn out products profitably as part of the work of Junior Achievement, Inc.

These youngsters, 15 to 20 years of age—they have to "retire" at age 21—advised by local businessmen, become manufacturers one night a week. The range of their products is fascinating: old bottles are detopped and painted and sold as mugs for \$2.00 a set of four; beer cans are converted into sprinklers and watering cans; craft products abound—costume jewelry, toys, book ends, log-table decorations, salt shakers, ceramics, ash trays, closet lights worked automatically, radios—other products that can all be sold profitably, the fruit of beginners' business experience picked up and carried out on a part-time basis.

These youngsters aren't afraid of the word "business"! They pick their projects, work at them on a part-time basis. They *learn* as they go. They *earn* as they go.

You can pick your own project and *learn* and *earn* as you go ahead with your own project.

When you apply yourself regularly and steadily to your side line you may well find that you become an expert and win a more desirable way of life supported by your profits. "If I wanted to become an expert on whales," Dale Carnegie told me one day, "I'd haunt the museums and libraries and other sources of sound information.

In only a few months I'd probably know more about whales than 99 out of 100 people you have ever met." This simple principle can be applied by anyone interested in making money at home, and the closer they come to "business" the less they fear it.

Once you banish any ill-founded fear of business you may open the door to your business. A penetrating illustration of this principle is reported by John D. Murphy, who interviewed Clifford Echols in his grocery store in Atlanta, Georgia, one recent year when Echols had done a \$750,000 business. *Eight years earlier Echols had been a \$45 a week grocery clerk afraid of business.* Here is what Echols has to say about it:

"For a great many years I wanted to go in business for myself. But I always held back because I had never shown the slightest evidence of any 'business ability.' Then one day I ran across something that changed the course of my life. I found a quotation: 'Do the thing and you have still the power; but they that do not the thing have not the power.'

"I decided to 'do the thing.' I decided I would have at least enough faith to try. I mortgaged my household furniture for \$200. I got up courage enough to ask several wholesale grocery firms that knew me to extend me credit.

"As I started to 'do the thing,' I began to discover that I had hidden talents I had never suspected. Ideas came to me that I was able to turn into cash. In short, when I had enough faith to start to 'do the thing,' I did find that I had the power."

You don't have to be a genius to establish your own home income-producing project, and you needn't be scared by the word "business."

If you have the faith to start, you may well find that you gain the power to put it over successfully; and the best way to start is to examine some of your old dreams—or new ones—and make a careful selection of the field of activity which most appeals to you.

Then do something about it!

CHAPTER THREE

How to Pick Your Best Home Money-Maker

YOU CAN DO what you really want to do within reason if you want to do it badly enough. You don't need to be a genius and you don't need to be afraid of the idea of business at home. You undoubtedly have undeveloped abilities that are only waiting to be put to work for you, but before they can work you should devote some time and thought to determining your goal in life.

Throughout my life in business and in studying and assisting those who want to improve their financial situation at home, the great majority of the men and women I have talked with and studied have insisted that what they want is more money. Now it is the purpose of this book to assist a multitude to make money at home, but it should be pointed out here and now that most of these people who want to make money, when you dig deeper, find that currency is actually the banner flying above a deep-down desire for a more desirable way of living, a yearning to gratify deep personal interests, a desire for creative expression. Actually they sense that they must like what they do with their daily occupation or they fail regardless of how much money they make. And oddly enough, studies have shown that people rarely make the income that is their due if they are engaged in work they don't thoroughly enjoy. They sense what the psychologists and psychiatrists and many vocational counselors know to be a fact; that unused, undeveloped talents are wellsprings of dissatisfaction and frustration that can poison an entire life.

So in determining your goal supplemented by a homemade income, it is advisable that you search yourself first to determine what you would really like to do with the assets you now have within your reach. In exploring this book and elsewhere for your particular side line, you will consider the training you have already had, but also keep this in mind: You may very well have been confused many years ago as to just what your basic aptitudes and abilities really

are. As a child or in youth you were forced by many circumstances, then beyond your control, to work for a livelihood. Most young folk started, and to some extent blindly followed, working for a livelihood: 1. because of training at home or in school or on the job; 2. economic necessity; 3. because others thought you should be earning; or 4. because the job came easily at the time and was most convenient.

Because of these basic reasons for engaging in a given line of work, a multitude of men and women found themselves trapped with increasing responsibilities and passed up completely doing the *kind of work they really preferred to do*. Some wise man once said that a multitude of men live lives of quiet desperation. They are desperate because they became trapped into careless selection of occupation, acquired a wife, children, mortgages, responsibilities beyond count. They are frustrated. There is also a multitude of competent women trapped in the routine of the home and child-bearing and raising; or trapped in dull jobs, just as men are. You don't have to stay in such a trap. You can get out of it by finding an outlet that will permit you to attain a deep satisfaction in the financial reward of a homemade business.

Your next move in getting out of, or avoiding, frustrating occupational traps is to start figuring out your general overall goal in life and picking some closer, more immediate goal that you can start reaching toward today. This book is designed to help, but you must co-operate, as you and you alone know best what your deepest personal interests and yearnings are. Thousands of others have found their ways to make money at home. You can do the same. But it is best to devise a plan based on your own present specific personal desires.

QUIZ YOURSELF AND WIN THE HOME-MONEY JACKPOT

In devising your plan you may narrow it down, and by answering practical questions along the lines suggested here, come up with the winning answer to the \$64 question; or you may win the jackpot of several thousands of dollars.

1. Just what do you really want to do?
2. Do you prefer working with *people* or with *things*?
3. Do you prefer engaging in *services* or devising *products*?

4. How much money do you want to make at home this season or this year? Are you seeking \$300 pin money, \$1000 a year, or thousands a year?
5. How much time can you devote to your side-line or full-time home project?
6. Do you live in city, town, or country?
7. Will your project be workable in your own particular location?
8. Do you want to change your location?
9. What skills do you now have that can be turned into homemade income?
10. Are you young, middle aged, approaching retirement, or old?
11. Have you the strength to carry out the project you consider?
12. Are you male or female—although today this makes little difference in most home projects.
13. What skills could you develop and thoroughly enjoy?
14. Are there members of the family who can help?
15. Do you have some money to be used cautiously testing your project, or must you pick an activity that requires little or no investment?
16. Are you the lone-wolf type or do you enjoy working with others?
17. Do you prefer active or sedentary occupations?
18. What is your chief hobby, or what hobbies have you given up, and why—perhaps they should be revived?
19. Have you imagination and persistence?
20. Are you precise and very literal minded?
21. Do you enjoy growing things?
22. Do you enjoy working with tools?
23. Do you enjoy cooking?
24. Are you dependable and resourceful?
25. WHAT WOULD YOU MOST LIKE TO DO TO MAKE MONEY AT HOME?

That last question is highly important. In searching for the answer to it, you should examine the following check lists of childhood and adult interests to see if they specifically pinpoint your own chief interest. It may be that you do not find your interest listed, but the questions may prompt you to pencil in your own preferences. In the list of childhood interests you may find a clue to some long buried dream and yearning, and if so, re-examine it closely. In the listing of adult interests you may be prompted to re-examine some field you have been avoiding for reasons of your own. Those reasons may now be changed because your responsibilities have been changed. If you

check childhood and adult interests that are parallel, you have there a good lead for consideration.

WHAT WERE YOUR STRONG CHILDHOOD INTERESTS?

Animals and birds—taking care of pets and reading about them
Art—drawing or painting or sculpturing or modeling
Botany—growing, collecting, studying plants and flowers
Cooking
Dolls—making, tending, dressing
Electrical gadgets—trains, radio, television, telephone, bells, etc.
Games—ones you learned and taught to others or made up yourself
Gardening and fruit raising
Hobbies—making things, collecting things, any of the hundreds of hobbies
Magic and other tricks
Manual crafts—work with tools, boats, bikes, airplane or boat models, metalwork, leatherwork, textiles, ceramics, etc.
Mechanical toys—operation, mending, construction, devising uses for them
Music—playing various instruments, altering tunes, writing your own music
Organizing—plays, games, trips, parties, “school,” “store,” “house,” baby tending, etc.
Science—chemistry and physics sets, zoology
Selling—papers, magazines, perfume, Christmas cards, popcorn, etc.
Serving—waiting on table at home, camp, school, helping neighbors
Speaking—debating, reciting, acting
Sports—activity at play, managing, analyzing, boating, skiing, fishing, hunting, swimming, etc.
Writing—for fun, school papers, etc.

WHAT ARE YOUR STRONG ADULT INTERESTS?

Accounting
Animals and birds—their care, breeding, study of, use as pets
Art—painting, drawing, sculpture, modeling, decorating, etc.
Camera—fixing, operating printing, portraiture, folios, etc.
Collecting

Cooking—specialties, devising new dishes, serving, canning, etc.

Counseling

Crafts—your special interest in any of the hundreds, such as wood-work, leather, metal, fly tying, plastics, ceramics, sewing and knitting, etc.

Dolls and toys—making, operating, mending, altering, etc.

Electrical—the various household and entertainment devices, development of new uses and gadgets

Forestry

Games—devising, teaching, manipulating

Gardening and fruit raising

Hobbies—which of the hundreds interest you most

Home—improvement, devices, gadgets, construction, selling

Human relations—study or service or interpretation

Insects

Labor relations

Languages—study, teaching, translation, letter writing, etc.

Manual crafts

Mechanical toys and other devices

Music—teaching, playing of instruments

Nature—study, collection, etc.

Nursing

Office management or any of various branches of business

Organizing—for self, for others

Politics

Records, recordings, radio

Science—chemistry, physics, medicine, mathematics, etc.

Service—social service, serving others in any capacity

Speaking—in public

Sports—participation, accessories, teaching, organizing

Teaching—in any field

Television, telephone, teletype, telegraph

Textiles

Trading—buying or selling or planning business transactions

Typewriting—services and products

Words—philology, semantics, writing fact, fiction, or advertising, etc.

This is your book. In the following spaces write down the chief interests that come to your mind—interests you have had and interests you would like to develop. Underscore any interests that you had in childhood and still possess:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Later you can add other interests that may have appealed to you after reading the experiences of hundreds of others in these pages. The psychologists have devised tests that might be quite revealing—tests as to the extent of your finger dexterity, tonal memory, etc. Clinical testing, if available in your area, might be extremely valuable and reveal abilities you didn't dream you possessed. But if you seek such testing, beware of the quacks. Get suggestions from your local librarian or school or college authorities. Such examination may help regarding your abilities. You, however, have some idea of your abilities and the comfort of knowing that you probably haven't used them to the fullest extent possible. Turn those abilities loose on the interests you pinpoint in the foregoing check lists and you may have a combination that spells success for you. If your interests are not sharply focused, you should then *adopt for experimentation* some field of activity in which you feel you might become interested, and concentrate on it. Your chief personal interests may be far afield from your present or past daily occupations. After years of study for engineering or law or medicine, many men and women never practice because they find that other fields interest them more deeply.

Without extended self-analysis it is probable that the best type of home-money-making activity for you will be in some way related to the chief interests you have checked or inserted in the foregoing lists, which obviously are not complete. Use the lists as idea prompters. I know a man who recently abandoned teaching science subjects in Scarsdale, New York, and went to the southwest to engage in the retail and direct-mail sale of hand-woven neckties. You may be working in a bank when your chief interest is woodwork in your basement shop. You may be a housewife, bored to tears by it all, and chiefly interested in personal expression through the marketing of food specialties that you have developed, or ceramics or flower arrangements. Many women bury their desire for a money-making activity while they are busy with the home and child raising, but circumstances change and the children are gone and these women have almost forgotten their old dreams and their old abilities that can be refurbished today. Others—and they are legion—have worked out ways to put their interests to work while still raising the children and doing a fine job of running the home as well.

Remember this: YOU'LL NEVER KNOW WHAT YOU CAN DO UNTIL YOU REALLY TRY. DON'T PUT OFF FOREVER THE FULFILLMENT OF YOUR DREAMS. COUNTLESS THOUSANDS OF OTHERS HAVE DISCOVERED HOW TO MAKE MONEY AT HOME AND WHAT THEY CAN DO YOU CAN DO IF YOU WANT TO BADLY ENOUGH.

Part Two

HOW TO UNCORK YOUR IMAGINATION

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1. The first part of the paper discusses the general properties of the system. The second part describes the experimental setup and the results of the measurements. The third part presents a theoretical model for the system and compares it with the experimental data. The fourth part discusses the implications of the results for the understanding of the system.

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CHAPTER FOUR

Five Easy Ways to Put Your Imagination to Work

IF YOU HAVE ever had the urge to invent something—and who hasn't—you have a measure of creative imagination. If you have ever had a daydream—and who hasn't—you have imagination. If you have ever worked out a simpler, better way of doing almost anything, you have creative ability. So, don't be in awe of someone who twists a bit of wire into a paper clip or fastens rubber to the end of a pencil—and makes a lot of money. Hundreds and thousands of profitable inventions are created by amateurs like you and me who see a need or a problem and put imagination to work to solve it. Walter Hunt was no pin specialist but when he got tired of pricking his fingers with open pins he devised the safety pin. The processes followed by the inventors of all the things we use are basically the same and a fortune can be yours if you deliberately follow those same processes, uncork your imagination, and put it to work.

There are five simple, easy, basic steps involved in uncorking your imagination. You can take them one at a time if you want to. They are the steps that in whole or in part apply to the creation of a new product or service or the improvement or combination of old elements to fill a need or a desire.

At the outset you should disabuse your mind of any thought of mystery attaching to creative imagination; that your idea must be a world-shaking one that will revolutionize all industry. Perhaps it *will* be revolutionary, but it will start with a simple little twist or new idea—and remember *you only need one idea* to make a competence or even a fortune. There is only one mysterious process involved and you have that process as built-in equipment in your head. This is the process of your subconscious or unconscious mind; a process that goes to work for you while you sleep once you have followed the five steps outlined. Ofttimes it happens that when you have filled your mind with a definite problem and facts that bear on it your unconscious mind works on it and suddenly presents you with an amazing solution.

Here are the five steps involved in putting your imagination to work:

STEP ONE. PUMP UP YOUR CURIOSITY

Don't be an imaginative flat tire. Pump up your curiosity by asking this question about everything you encounter in your daily life: DOES IT HAVE TO BE THAT WAY? Scarcely anything has to be the way it is now. If it did, there would be little or no change or development.

Does it have to be that way? Everything from cat food to jet propulsion can and will be changed and improved. As a classic example, Charles Kettering got tired of cranking his automobile and seeing others go through the disagreeable and sometimes wrist-breaking process. He wondered if it had to be that way. He had started a train of thought that in groping for a solution finally resulted in the automatic self-starter. That starter has been improved many times since by asking the same question and searching for an answer.

A simple illustration of the value of pumping up your curiosity and asking the penetrating question is the case of Bert Benander, who put his imagination to work in his basement workshop on his farm near Providence, Rhode Island. Mr. Benander, in common with almost every man and woman, became irritated by broken wires in electric cords in the home. To mend, it was necessary to cut off the wire, scrape off the insulation, place the wires back in the plug, and wait for the next breaking. *Did light cords and plugs have to be that way?* He pumped his curiosity, experimented, and came up with a simple plug, connector, and cord splicer—you simply push the broken wire into his device without scraping or any fuss whatever, press down the clamps that cut through insulation and make connection, and you are using his Quick Clamp as do hundreds of thousands of others who pay him for using the steps you are now offered for your own use.

Louis Aronson pumped up his curiosity in a multiple-headed wrench made in England and *improved upon it*, and we have the well-known Ronson wrench. Still pumping his imagination, he adapted the ancient practice of striking flint to steel for a spark. He put a flint in contact with a little steel wheel, included a wick and a flammable fluid in a case. He produced the Ronson Delight, the world's first lighter with an easy thumb and lever action.

Development of that Ronson device throws a clear light on an important point for all prospective inventors to remember. *Nearly every invention and development of existing devices is simply a new combination or assembly of old and known elements.* Inventions are rarely *entirely new*. Early man got smart and dragged loads on a stick. A smarter early man devised the wheel at the end of a stick, then two wheels. After centuries there were wagons; then came the gasoline motor rigged to a buggy and we had an automobile; and automobiles have developed in many makes and styles with additions of other devices to improve them.

So *Step One* calls for pumping up your curiosity, your observation. Turn your thoughts to everything around you, not just idly, but deliberately and steadily. Ask yourself, "Does it have to be that way?" Keep pumping and keep the other steps in mind and you may be agreeably and profitably surprised.

STEP TWO. LET YOUR IMAGINATION PLAY WITH THE IDEAS YOU PUMP UP BY CURIOSITY

The instant you get an idea, *write it down*, or sketch it roughly. Add to it and toy with it on paper and in your mind. Romp with it. Define it as clearly as you possibly can. Don't let it escape! V. K. Zworykin, vice-president of RCA Laboratories and a technical consultant, says, "If we can write it down, we can do it." David Sarnoff, head of the same great corporation, has great faith in human capabilities and declares that "anything that the human mind can conceive can be produced ultimately."

These and other men of research and science, and all inventors and developers of ideas, know the value of *writing down their random ideas* and letting the imagination play with them.

Watch imagination at play with rice. Ataulla Durrani came to America from Afghanistan, hoping to find work in petroleum research. He didn't find it, but he latched onto the suggestion of a chance acquaintance that someone should find a way to increase the use of low-cost rice as a food. The man from Afghanistan let his imagination play with the problem. He investigated problems of canning and preserving the food. It turned rancid because of its oil content. It attracted vermin in storage. It involved other problems. With his imagination at play and at work, supported by experiments,

he developed the well-known dry-rice product, quick cooking, no storage problems to speak of. He had developed Minute Rice. He acquired a patent in his name, a retainer and royalty agreement, and General Foods invested more than \$1,000,000 in his process.

Watch imagination at play in weather 40 degrees below zero. Jacob Schick, retired army colonel, was seeking gold in British Columbia and Alaska. Confined to his camp for months with a sprained ankle, he let his imagination play with the idea that there might be a way to shave without water in 40 below weather. He kept playing with the idea even when specialists told him he couldn't develop an electric razor which was one of the ideas he toyed with. He played and worked the idea until the electric razor finally resulted.

Another of the thousands who have given free rein to their imaginations was James L. Kraft. He wasn't always a noted manufacturer of cheese products. When he was a lad clerking in an old-style grocery store he noticed that there was waste each day in cutting off the dried, exposed part of the big cheese under glass. He thought there might be a way to eliminate that waste, perhaps by packaging the cheese. But others had tried that and failed because the cheese swelled up in hot weather and the packages exploded. Kraft toyed with his idea for years, however, until one day he observed that a bottle of milk warming in the sun on a doorstep did not swell up in the heat and blow its top. Ah, now, the idea he had played with had a fine chance to pay off. Kraft reasoned that the milk didn't swell up because bacteria in it had been killed by pasteurization. Imagination at play had provided the answer. Pasteurized cheese was the answer. It packaged without exploding, it eliminated waste—and flies—it caused a great increase in cheese production, a boon to the dairy industry, manufacturers, consumers—a fortune for Kraft and others. Kraft was simply a guy using his head.

So after you pump up an idea, let your imagination play with it, work with it, dwell on it, cling to it, and consider the next easy step.

STEP THREE. TIE YOUR IDEA TO A NEED OR A DESIRE

Trite old sayings frequently have a very solid foundation, so give thought to the fact that necessity is the mother of invention. There was need for a non-baby-pricking safety pin. But one could scarcely

claim that there was a *need* for bubble gum. There was desire, however, so it seems clear that if you can tie your idea to a *need or a desire* for something that isn't actually a necessity, you have a good chance to win.

Your own personal needs or desires, or the needs and desires of others, can be a good starting point for anyone who wants to put his imagination and inventive urges to work. For instance, Howard M. Condon, of Akron, Ohio, had a very definite personal need. He liked beef steak but he had difficulty with his teeth. *He needed steak he could eat and enjoy.* There was an idea to play with. He was no food specialist. He was no butcher. *He was no food processor.* He was no chemist. *He was a machinist with difficult teeth and a gnawing appetite for juicy steaks.* So . . . he experimented and experimented with tenderizing processes that wouldn't rob a beautifully marbled red steak of its essential flavor. He started from scratch with his need and came up with a business producing some 30,000 "Grand Duchess Steaks" a week—tender ones he could handle, tender ones the public was waiting for.

When there are a large number of people waiting for something, needing a new device, there is room for observation, imagination, and invention. Walter G. King, of Cleveland, Ohio, observed, one day, that hundreds of thousands of people bought glass eyes. Curiosity prompted a bit of investigation. *Mr. King found that nearly all of the glass eyes went to industrial centers for workers who lost eyes while at work.* There was a *need* to protect the eyes of the workers. Now, Mr. King was a modest man. He didn't claim to be the first to put safety goggles within the reach of all. He pointed out that the Eskimos had the idea centuries ago and invented their own slit sun goggles. Mr. King, however, devised a goggle with tempered glass. He gave twenty samples to the American Steel Foundries in Cleveland. Within thirty days all twenty goggles were returned with the glass shattered but still contained within the frames. Twenty workers had been saved from serious injury or loss of their eyes. A need had been observed and satisfied and a company was busy making safety goggles for all kinds of special hazards. Many, many thousands owe their eyesight to Mr. King.

Each day, several times each day, observe the people and things around you in your home and in the stores and in offices and factories. Hunt for a need of your own or of others. If you keep yourself alert to the possibilities you may get surprising results, as did

Lawrence Luellen of Kansas. He wasn't in the health service. He wasn't in industry. He had never given thought to himself as an inventor. But he was fussy about drinking from the old-style common glass or dipper. He figured there was a need for a sanitary cup, one he could drink from without being exposed to a billion microbes. Right at that point he was a long way toward his invention and profit. *He saw a need! He had an idea!*

He figured that there were plenty of others like him who would be glad to pay a penny for a clean cup of water. He went to work with Hugh Moore, a Kansas college student. Together they built the first automatic drinking machine. They were doing their part to meet a public need. *Now* help came, as it so often does to help build a *started* idea. Dr. Thomas Crumbine, Kansas state health officer, who saw the tuberculous and others using public drinking glasses, became interested in their clean paper cups that came from a clean machine. *Kansas legislated against common drinking utensils* and the famous Dixie Cup was on its way to nation-wide prominence and profit to the inventors and to the public at large.

STEP FOUR. CRAM YOUR MIND WITH INFORMATION, INVESTIGATE, EXPERIMENT

In following the first three steps you have already gained information, you have investigated. But, you need to dig deeper and experiment. As you probe deeper try to focus on a broad, general goal and then narrow it down to eliminate aimless wandering. This is the process Thomas Edison and other inventors have followed. At this stage they gather all the information they can that has a bearing on what they want to accomplish. When they have gone this far *they begin to experiment or test* to see if the new idea *works*.

Sometimes the testing is very simple. Sol H. Goldberg was a bell-boy in a hotel when he read a magazine article promising a fortune to the person who could devise a thoroughly satisfactory hair fastener for women. He dug into that idea. He got all the information he could about silky hair and kinky hair, fasteners that had been tried before but slipped and let milady's hair straggle at brow or neck or ears. He tried various types of pins. He finally came up with a hairpin with a hump and turned out millions of them. This was back before the bobbed-hair craze set in. When that fad arrived the demand for humped pins diminished. *Sol Goldberg used the*

same processes he had used before. This time he developed a bobby pin that met a current need and solved a problem. He was in business again.

As you cram with information, investigate and experiment, you may want to adopt the formula used by James H. Rand III. He is a young man who has earned fortunes with his inventions that include a never-leak water faucet; the Bendix Economat washing machine; milium, the aluminum-coated fabric that holds in body heat in winter; and even a heart-massaging device for use by surgeons. Mr. Rand disclaims any notion that he is a genius. He declares that almost anyone can use his simple formula:

A. What is your goal—just what are you trying to accomplish?

B. Cross out other attempts at a solution so you don't waste time doing what others have proved won't work. In this way you profit by the mistakes of others.

C. What have others done with similar problems in various fields? Perhaps there are principles that can be applied to your own problem.

D. Just what can you contribute—*what can you do about the project that makes it worth while?*

Mr. Rand uses the essentials of that formula. He has made it work in developing many profitable inventions.

Witness that approach at work in actual practice. You have read about the invention of the Ronson lighter. It was fine, but in a breeze the flame blew out. Someone in Austria developed a lighter that was supposed to be windproof. George G. Blaisdell tried to import this lighter to sell it in America but couldn't make the arrangements. He decided to make an improved windproof lighter of his own. After thoroughly investigating the field, experimenting, testing, and overcoming technical failures, he finally produced the Zippo lighter that became popular with servicemen, hunters, and others who smoke in the open. This developed sales to beyond \$10,000,000 annually. He had something to contribute!

Another young man who used these processes and made them work for him is Harold Schafer. When he was a youth clerking in a store he noted that there were many complaints about wax polishes. That stimulated his curiosity. Did such polishes have to be unsatisfactory? What could he do about it? He let his imagination toy with the problem and decided he could concoct a better polish. He got information about polishes. He experimented with mixtures in his

basement. He gave demonstrations of his product, but found it difficult to interest wholesalers to develop large-scale sales. By this time he was steeped in polishing problems but not getting rich at it. Then suddenly "came the dawn," a reward for his searching. He learned about a new type of cleaning fluid that had been developed during the war and acquired the right to it. He merged it with the knowledge he had obtained. By random doodling with possible names for the product he evolved the name Glass Wax. You probably know the rest of the story. It became very popular. Wholesalers and the public hunted for Mr. Schafer instead of his having to hunt for them.

Then there is the case of Slater McHugh, who watched entranced as his car was being washed at one of those huge, five-minute auto laundries. Would it be possible to rig up an apparatus so that every home owner would have his own car-washing establishment? Back in his Long Island, New York, home, he set about trying to construct a home car washer.

He had a daytime job, but every night and week ends for almost two years, he experimented. During this time, he estimates that he and his wife washed and rewashed their own car, and those of their neighbors, at least 2000 times.

Finally he had it—a simple little kit that enables a car owner to get the family bus sparkling clean in six minutes. It consists of a plastic hose with spray nozzles and a special detergent. The hose can be attached easily to the doorframe of any home garage.

McHugh proudly boasted that a car owner can wash his automobile while wearing evening clothes, without getting sprinkled. To prove his point, he demonstrated his kit in "soup and fish"—which remained dry while the car emerged glistening. That is "show business"—good show business—but perhaps a bit exaggerated. You might dampen your linen or creases a bit. But McHugh has the right idea, the right approach—and the lily needs a bit of commercial gilding.

To greater and lesser degrees, these processes are going on daily in basements and kitchens and attics and garages of men and women who are creating home businesses. What has happened in other homes can happen in your home if you will apply to your own uses the experience and processes of thousands of others. *Remember that these well-known cases are cases of individuals who were obscure and working alone or within the family, and they disclaim genius.* The device you work on today may make you prominent in the future. The more zealously you pump your imagination and investi-

gate and experiment, the more likely you are to benefit from the final step in our formula for uncorking your imagination.

STEP FIVE. AFTER STEEPING YOURSELF
IN YOUR PROJECT SIMPLY LET YOUR
IMAGINATION COAST. A SEEMING MIRACLE
OF SOLUTION MAY RESULT

The word "miracle" may appear out of place in a practical book by a practical businessman. But it is seemingly miraculous, and often proved, that once you have filled your mind with a project and its problems, the solution may be worked out clearly in the unconscious mind and pop out to demand attention some morning after sleep—or at any moment in the course of your day. Inventors, businessmen, professional men, writers, have nearly all had this experience at one time or another. *It is a seemingly miraculous bonus that comes to you as a reward for really tussling with the problems at hand, pondering, getting facts, experimenting, searching for positive results.* In all likelihood Mr. Schafer wouldn't even have been aware of the new cleaning fluid he adopted and adapted if he hadn't for some time been tussling with his cleaning problems. He had prepared himself for a "break."

When you are "full" of a subject, a project, a problem, and puzzle about it night and day the solution may come from out of the nowhere into the here and your problems are solved. H. Tom Collard was fifty years of age and cold broke. He was a small-scale rubber merchant. He knew rubber. He also had problems to solve. Not only was he broke, but a rubber company had mistakenly shipped him some latex. *He couldn't pay for it. He hadn't ordered it. He didn't want it.* The rubber company didn't want it back because of the freight charges. Collard put his imagination to work with all of his background of experience. *What could he use that latex for?* No answer. He pondered. No answer. What to do with it? No answer. Suddenly one day right out of the blue came the bright idea: *a latex cement for treating automobile tops!* O.K. Now, what is the best way to apply the mixture? Paint brush? Not so good. Slow. *Came the bright idea. Spray it on.* He devised a spray that would handle the liquid. Other ways to use the spray? But of course! What a "lucky" break? Bosh! *Mr. Collard simply uncorked his imagination.*

In almost all instances of a so-called "lucky" break you will find

that the recipient had made himself ready and alert for the "break." William H. Mason is one of those who made himself ready for a "break." A Joe Doakes, just drifting along, wouldn't have seen the "break" if it had broken on his head. But Mr. Mason was ready. Mr. Mason was working on the idea that he could make a new type of insulation by pressing porous wood fiber. He tried various experiments that didn't work but believed that his idea was sound and kept digging at his problems. Then, one day he made a mistake. He forgot to turn off the heat and pressure valves on the press he was using. He went out to lunch. What a break! When he returned and noticed that he had failed to adjust the machine he feared his experiment was worthless. He opened the press and found that the continued heat and pressure had given him a hard-surfaced, smooth, insulation board. It became known as Masonite. He was ready for his "break" and he recognized it when it came. He would have had no "break" if he hadn't been in action.

You can make your own "lucky breaks" if you will study and follow these five easy ways to put your imagination to work. These processes have been proved to be effective countless times. If that is the case, why aren't there many millions of inventors? The answer is simple. *Very few people take full advantage of their opportunities.* The mass of folk will get out of your way if you know where you are going.

BOOKS TO HELP YOUR IMAGINATION

How to Use Your Imagination to Make Money, by James D. Woolf and Charles B. Roth. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

Make the Most of Your Life, by Douglas Lurton. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.

How to Develop Profitable Ideas, by Otto F. Reiss. Prentice-Hall, Inc., 70 5th Ave., New York 11, N.Y.

CHAPTER FIVE

Your Self-Starter for Profitable Ideas. Test It 10 Minutes a Day for 10 Days

GIVE ME 10 minutes a day for 10 consecutive days and I believe I can give you a profitable idea. Perhaps the idea will make you only a few hundreds, conceivably thousands. It is not impossible that if you use this idea-self-starter, you may change the entire course of your life at home or on the job or in an entirely new field.

You are skeptical? This is too brash a suggestion? Perhaps you are right. But all you can lose is 10 minutes a day for 10 days, and all you can gain is a fortune. I make bold to offer this proposal because of long association with men and women who deal in ideas, long experience in having and developing profitable ideas of my own, many years of work in helping others to spark and cash in on workable ideas that have made millions. Gamble that 100 minutes with me. You may win!

As you take the gamble you know that ideas can come to you from almost anywhere at any time and any place. Ideas are as active and unpredictable as grasshoppers. Some folk, because of the nature of their work, have almost unconsciously acquired some of the methods of idea-prompting you will encounter here. They latch on to those ideas. They put them to work. Ideas about which you do nothing are virtually worthless. Others maintain that they have no imagination and rarely have workable ideas. They are wrong. You can deliberately use these self-starters and train yourself to invite ideas, any one of which might have the power to change your life.

There is no mystery whatever about the approach suggested here. It is a simple process of taking the imagination out for exercise for a 10-minute period on each of 10 successive days. You are your own timekeeper, your own paymaster. The proposal is for you to read and reread the suggestive pointers offered in this brief chapter. Use these pointers in considering anything around you that interests you even casually. Preferably you might hold to something in which you

are keenly interested or would like to become interested. The stimulators are presented in a somewhat disorganized fashion because ideas come from almost anywhere. Put in your 10 minutes a day applying these question-prompting pointers to things around you, whatever they may be. Start anywhere and let it be serious or frivolous.

For instance, let me snatch something at random this moment: I had hard "luck" at bridge last night. Never played poker. Wonder why? Poker chips. Smooth to handle. Couldn't they be put to useful work? They are colorful. Bore holes in them and fasten together for bracelets or necklaces. Cut in two and use as rockers for a toy crib box. Take several worked into a colorful design, one in center, surround in circles or other designs. Inset flush in a plaster slab, frame it, put it on legs and make a novelty, occasional, or game-room table as a gift for card-playing friends. Wonder how could use plastic playing cards in same way to take advantage of their color and design. Maybe won't set in plaster? How about a royal-flush hand spread on green felt under glass, framed, table top—or picture for the wall, or book ends under plastic with two or three poker chips scattered into the design. Those colorful cards would look well under glass or lucite for a paper weight—so would colorful bird and game pictures from books—make good coasters if under glass. Maybe develop a line of sports novelties based on poker chips, playing cards, colorful fish flies under glass or in plastic, pictures of game birds, hunters, fish, flowers, boats . . .

Well, I haven't made a fortune out of poker chips in four minutes, but if I worked with potter's clay I believe I'd come up with salable products. Some of the thoughts are foolish. Some are workable. You can toy with almost any object in that way, pumping for a salable idea, a new product or service that will appeal to others, using the following tested and proved ways in which others have come up with profits.

Combine. Unite one or more old things, one or more new things, new and old. Recently a man combined floor wax and insecticide. The auto is a combination of buggy and motor. Rum combined with candy gives a new taste.

Adapt. An outdoor home chef developed a syringe to inject seasoning into roasts and steaks. He's in business. Someone else developed thermometers for turkeys in the oven and for other cooking processes. Scotchlite has hundreds of uses: attached to road markers,

to home name-address signs, to canes for protection of blind at night, on rear of bikes. A horse's straw hat becomes milady's sport bonnet. A fish creel into a handbag. Harness into a sporty, high-priced belt.

Add. Add something: love messages to candies. Painted name or initials to cocktail glasses, shirts, ties, towels. Electric connection to old oil lamp. Gadgets to automobile. Filters to cigarettes. Zipped-in lining for topcoats. Fancy packaging to commonplace articles.

Subtract. Take something away: nicotine from cigarettes; sugar out of soft drinks equals No-Cal.

Multiply. Two novels in one cover. Three-in-one oil. You are reading several books in one.

Alter. They even do it with animals. Alter a pullet and you have a capon. Alter workmen's overalls and you have sports costumes.

Condense. Digest magazines; *Omnibook*. Capsules—tabloid medicine kits for explorers developed a tremendous business. Bite-size fruit cake is popular. Miniatures. Make it smaller. Nested dishes, tables.

Enlarge. Oversize Easter eggs. Macy balloons. Jumbo mugs. Huge pockets and fist-sized red artificial flowers on hostess aprons make them sell. Giant all-day suckers. King-size cigarettes. Giant economy size. Make it bigger. Barnum had the idea with *The Greatest Show on Earth*. Hollywood produces super-super-super epics. Elevator heels and soles make men seem taller, bigger, make business.

Contrast. Beauty and beast. Pirate and baby. Lovely and grotesque. Big and little ceramic elephants. New and old. Fat and thin. Round and square. Color contrasts.

Remember. Can you make it nostalgic, joys of childhood candies, grandma's best, the good old days, things aren't what they used to be, anniversary gifts and cards, the old swimmin' hole, grandpa had it. Old songs.

Senses. Consider the senses and their sales appeals—sight, smell, touch, hearing, taste, beauty, odor of magnolias, perfume, skin you love to touch, music, taste—see cooking chapters.

Superlatives. Appealing approaches: newest, oldest, fastest, slowest, strangest, loveliest, safest, easiest, rarest, lightest, heaviest. Look at the advertising of specialists. They lay on superlatives with a steam shovel.

Animation. Can you make it move invitingly? Toys, novelties, etc.

Reverse. Reversible dresses, table covers, aprons. Can you put it in reverse?

Sound. Talking dolls, animals. Musical powder boxes, clocks, cigarette cases.

Fantastic. Plastic "space" helmets, space guns, Mars uniforms for children.

Groups. Mother-daughter, father-son costumes. Nature groups, historical groups, sports groups, in wood, china, plaster, metal, etc. Unnatural mixed groups—dove and snake; lion and mouse; bull in china shop.

Exaggerate. Cartoonists point the way, accenting large noses, ears, heads, feet.

New use. Old coffee grinder made into flower pot. Fish net into burnoose. Wagon wheels into light fixtures.

Manipulate. Put-together erector items; take-aparts. Modeling clays. Things that run.

Needs. Can it fulfill a need?

Desires. Can it be made to fulfill a desire?

Novelty. Can it be made unusual, new, different, appealing, exclusive?

Appearance. Can it make him or her easier to look at—baldness and hair piece; make slimmer; skin more touchable.

Fear. Better health. Purse burglar alarm. Locks.

Popularity. Friend-winning angles?

Love and Sex. Ah, love! What angles? Popular for centuries.

Fun. Entertainment angles?

Money. Will it make money, save money, "stretch" money?

—Appetite. Foods, tastes, liquids, yearning for beauty.

No such list could be complete. No doubt you can add some idea-stimulators of your own as you consider products and services that might have a market. Using these indicators for 10 minutes daily for 10 days or every day may give you the idea you need. You can't lose, and you may come up with a winner.

CHAPTER SIX

Why Don't You Turn an Idea into a Fortune?

NOW THAT YOU have surveyed the five ways to put your imagination to work, why don't you *put it to work today?* This very day nearly one hundred new inventions will be patented in Washington. It is a fair assumption that some of them will make a fortune. It is also a fair assumption that many, perhaps nearly all of these new ideas are not new at all—*some of them may have been your ideas but you didn't do anything about it.* When you get an idea, grasp it firmly; go to work on it. Do something about it. That is what men and women have done to keep the patent office busy today.

Americans are the most novelty-conscious, the most avid buyers of gadgets, in the entire world. They are also the inventors of these gadgets. The great majority of the money-making gadgets are basically very simple. So, if you have a rather simple idea for a gadget, don't dismiss it as negligible. Study the following cases of novelty-developers in action and you will undoubtedly agree that their "discoveries" were not world-shaking—but they were money-making. Any one of these successful developments may be open to adaptation or improvement. Certainly they should be encouraging to anyone who contemplates really putting his ideas into fortune-making channels.

Your ideas come from observation of the things around you and your study of what others have done to solve common problems and meet common needs or desires. That is why there is value in reading, in this book and elsewhere, about the activities of others, even in fields in which you have not the slightest initial interest. Something entirely unrelated to your interests may heighten your observation, prompt the birth of that one idea you want, to make a fortune. One idea, your own or the other fellow's, may prime you. For instance: T. F. Dolan wasn't an engineer. He wasn't a tobacco merchandiser. But, one day, when he saw some engineers working on

plans for a machine to make bags from cellophane he had a brainstorm for use of the then new material. Why not a cellophane wrapper for cigars? The *big* cigar manufacturers couldn't be interested in packing individual cigars in cellophane "bags." So, he turned to a small manufacturer who was willing to listen to a plan that would make his product outstanding on a cigar counter. The random idea had worked. And as *ideas have a way of breeding*, and Tom Dolan was now interested in tobacco packaging, *he had another idea*. If you have ever pulled a little red zip-tape on a pack of cigarettes, you have used that idea to the profit of this man of observation.

Perhaps some of the case illustrations presented here will spark your own imagination:

REFLECTIVE SIGN. \$100 PER WEEK

In a Detroit suburb, a disabled veteran named Martin Ranco is earning \$100 a week by making a unique type of reflective sign for home owners. After nightfall the signs leap into brilliance the moment they are struck by headlight beams, instantly revealing the names and addresses of dwellers to visitors. Ranco, 28, is making the signs in his home workshop.

Ranco was intrigued by something called Scotchlite brand reflective sheeting, developed by the Minnesota Mining and Manufacturing Company of St. Paul, Minnesota. Scotchlite sheeting consists of millions of tiny glass beads coated onto a reflective backing of plastic or fabric. With the beads serving as lenses, the material directs a brilliant, glareless reflection back to the motorist the moment it is hit by a light.

Ranco studied Scotchlite and its uses. He saw that it was being widely used. At night, it was warning motorists of people and obstacles on roads ahead; it was being used on advertising signs; it was carrying warning legends on signs, such as "danger, explosives," and "caution, school bus."

Wasn't there a business idea in it for him? One night, while looking from his living room, he watched a motorist, obviously looking for an address, edge up to a house, peer out, drive on, peer again, until he found the place he was seeking. Wouldn't home owners buy signs which would make their addresses instantly apparent to

visitors? Other types of reflective signs were on the market, but Ranco saw an opportunity with this newer development.

He got busy, made a few samples and took them to home owners, just ringing doorbells. He sold his first order that afternoon. More "cold canvassing" brought more orders—and now he's turning out many dozens each week, still selling them the door-to-door way. He sets aside just one or two evenings a week for his canvassing, gets his orders and returns to his cellar workshop to fill them. With the boom in one-family dwellings, Ranco isn't lacking for new customers.

A SYRINGE INJECTS MEAT SEASONING

Ben Reyes of Los Angeles, California, and a bunch of fellows from the Thirteenth Air Force were having a jungle barbecue in the Pacific during the last war. A haunch of meat had been cached for the occasion and Ben, always interested in cooking, was taking charge.

It was the right time to try out an idea that had been perking in his mind.

Now Ben, to whom wartime chow had always seemed dull, had asked his wife to send him herbs and spices. For this barbecue, Ben made a seasoning of crushed garlic, bay leaf, rosemary and grated onion, mixed into a pint of water. He boiled it for five minutes, cooled and strained it, and then applied the Big Idea.

Using a veterinary syringe, he actually injected the seasoning into the meat.

The boys still remember the feast that followed.

After the war, the idea stayed with Ben. He had a flavor injector constructed that works like a high-pressure hypodermic needle. When a solution of spices is injected into meat, fowl, or fish, the roasting diffuses the flavors throughout all the tissues. The first store to handle the new flavor injector was the famed Hammacher Schlemmer in Manhattan. It sells for \$2.49.

Ben's jungle-born idea is paying off.

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GAMES FOR CHILDREN = CASH

One night, Irving Brambier of Brooklyn, New York, was watching his two children, Michael and Ronnie Sue, trying to puzzle out an adult card game. The children, eight and five years old, were hav-

ing trouble. It gave Brambier, a young advertising man, an idea—wouldn't there be a market for a deck of cards scaled down in simplicity to a child's mind?

Each evening he sat in his living room with cut-up scraps of paper, and from those evenings emerged Ed-U-Cards, Inc., now a thriving business enterprise.

He produced a number of different card games, especially for the pre-canasta set. These are decks of baseball games, cowboy and Indian games, fairy tales, nursery rhymes and contests of various kinds. A number of private institutions took note and ordered batches. Brambier left the advertising business and went into the kiddie-card business full tilt.

Others, among many who have developed games into income, are Lester Capen and George King of Redondo Beach, California. They were a one-time song and dance vaudeville team and tapped out the idea of providing educational jigsaw puzzles for rental to hospitals, nursery and primary schools. It worked.

A HARRIED HUSBAND'S CLOTHES HANGERS

It was a typical evening at the Ferraras' in their Bronx, New York, apartment. Carl was all dressed and ready, but Connie was still rummaging in her closet. Carl stalked into the bedroom, stood at the door and called: "What's keeping you? We're a half hour late already."

Connie's voice came from the recesses of the closet. "I can't find my white blouse, the one with the green trim," she said. Carl stepped over to help—and together they went through the closet, finally locating the missing blouse among the clutter. Carl's comment, "I've never seen such a mess!" brought the swift response: "Why don't you do something about it, then?"

"Maybe I will," Carl retorted.

And darned if he didn't. Out of his workshop came a boon for women who are generally neat, but whose closets are not. He's helped straighten out the mess all female closets generally get into, meanwhile creating a thumpingly good business for himself.

Originally, Carl hadn't the faintest idea of going into business—he only wanted to help Connie out of her closet dilemma. He made sets of 10 metal hangers that fit into wooden bars 15 inches long. The bars are fastened onto upright metal strips at any desired

height. With this arrangement, hangers can be attached to either side or back walls. Each hanger swings free, making it easy to reach any garment. Carl designed four separate units, for dresses, blouses, trousers, and skirts.

But it worked so well that Carl got second thoughts. He obtained patents and went into business. That was in November of 1951 and now their Veri-Neet hangers are selling in some major stores.

CHAPTER SEVEN

More Than 100 Needed Inventions

NEARLY EVERYTHING we use has been improved, changed, developed, reinvented, often many times. The process will continue so long as there is progress in the world. Each reader has his or her own frame of experience and abilities from which extremely valuable inventions might spring—it may be a gadget for home or office or shop, a new fastener for baby blankets, a million-dollar toy or cleaning formula; or it may be one of the numerous devices for which the government is begging in the interests of national defense. This chapter, listing a broad sampling of needed inventions simply as an indicator and stimulator, may be skipped by many, but within these few pages you may find the springboard to a fortune and a life of service to your community and your country.

No one can hand you the solution to these problems on a platter. No one can promise that some of these inventions may not be flowing from resourceful minds at this moment. Inventive change is a constant process. But, you can be assured that *your own* approach may be the one best idea of the day, or the decade, and entirely different from any other invention being offered by others.

Here, then, is a sample list of fifty miscellaneous needed inventions:

1. A harmless mouthwash that will eliminate all tartar forming on teeth.
2. An ice-cube tray that will surrender one or more cubes without

any struggle. Obviously there is room for improvement over all existing types.

3. A cheap, light, non-warping, and easy-to-carpenter substitute for plywood and other wallboards.
4. A better, faster, cheaper method of bookbinding will assure a fortune for someone.
5. A process not requiring metal alloys in hardening copper.
6. A lifetime cigarette lighter requiring no servicing after purchase.
7. A safety-razor blade that never requires honing.
8. A one-coat paint that will last the life of the average frame house.
9. New educational toys that are *fun*.
10. An improved, inexpensive, not cumbersome, attachment to permit privacy in speaking into a telephone.
11. A non-brittle, and almost instantaneously drying, nail polish.
12. A better, easily removable, and replaceable sealing cap for bottles of charged liquids.
13. A low-priced light bulb that can be used for years without replacement.
14. A furnace with a negligible waste of heat.
15. A one-coat, paint-on material for absolute waterproofing of old and new stone or cement basement floors and walls.
16. A cheap, automatic household alarm to detect escaping natural or manufactured gas.
17. An economical, comfortable bed mattress of negligible weight.
18. An electric rat exterminator.
19. A revolutionary method of constructing satisfactory homes with minimized labor costs.
20. A low-priced contrivance to turn any sink and its faucets into a satisfactory automatic dishwasher.
21. A cheap, easy-to-apply road surfacing that is virtually indestructible.
22. Silent devices to do the work of present noisy riveting machines and compressed-air drills—one of which is driving me slightly mad at this very moment.
23. A five-minute permanent-wave process. Solve this one and you'll be wealthy for life, even after paying taxes that will put a real dent in the national debt!
24. A life-of-the-machine platen for typewriters.

25. A process to keep snap brims of men's hats from flopping like hounds' ears—possibly an entirely new felting process.
26. A harmless and pleasant-tasting pill or cigarette that would make continuance of the smoking habit repulsive to the taker.
27. An accurate, non-breakable clinical thermometer to be sold at popular prices.
28. A kitchen-sink trap that never "backs up" and never requires cleaning.
29. A quick counterfeit-bill tester for merchants and banks.
30. A collapsible electric clothes drier.
31. An adequately flexible plastic substitute for bottle corks, insoluble in liquors and wines.
32. A chilling pitcher or shaker requiring no melting ice that dilutes a beverage.
33. A foolproof, easier-to-manipulate fastener for wrist-watch bracelets.
34. An automatic re-inking device for typewriter ribbons.
35. A non-breakable light cord and plug.
36. A method to make pigeons and starlings shun public building cornices.
37. A method to automatically and cheaply *eliminate* kitchen odors and grease vapors.
38. A harmless, non-irritating, daily face rinse that removes whiskers and eliminates need for razors.
39. An absolutely non-pinching, non-jamming, foolproof fastener to replace zippers.
40. An easy-to-slip-on resole for shoes.
41. A better foundation pipe and outdoor water faucet that can't be damaged by freezing.
42. A dwarf grass or other green lawn cover growth that requires only once-a-season trimming.
43. A quicker, cheaper method or material for sealing glass into metal casement windows.
44. A moistureproof salt shaker.
45. A smooth, weather-resistant surface firm enough to walk on yet resilient enough to prevent severe injury from a fall, for playgrounds, etc.
46. A method of weaving or treating fabric that will prevent runs in nylon and other types of hosiery.

47. A process for making bricks from readily available waste soil or products.
48. A non-explosive, all-purpose cleaning fluid.
49. Less complicated automatic vending devices.
50. A kit for easy "patching" of chips and scratches on painted woodwork.

UNCLE SAM BEGS FOR YOUR INVENTIONS

The government is pleading with inventors to turn their minds to technical needs of the armed forces. Remuneration for acceptable ideas and inventions is settled privately between the inventor and the branch of the services involved. Some years ago the National Inventors' Council began functioning in an advisory capacity to the Department of Defense and other government branches in evaluating, guiding, and analyzing inventions for the national defense and security. The Council includes noted inventors, scientists, and industrial-research men "having specialized experience in the development and utilization of inventions, together with the Commissioner of Patents and a representative of each of the branches of the Armed Services."

The Inventors' Council outlines this procedure for submitting proposals: "No special forms are required and the services of an attorney are not essential. Consideration of inventions is facilitated if each proposal is submitted as a separate document, preferably typewritten, containing complete information on the principles underlying the operation of the apparatus or invention together with a discussion of any tests which have been conducted and the particular points of novelty or superiority of the invention as compared with existing devices or practices." Complete lists of the needed inventions may be secured by addressing the National Inventors' Council, Washington 25, D.C. The numbers on the following random sampling of the problems were assigned by the Council and more complete information on military application and the present status of development may be secured from the Council:

317. *Corrosion and Deterioration.* Scope: To develop a preventive against fungi and corrosion.

320. *Storage Batteries for Arctic Use.* A new type electric storage battery or improvements in the lead-acid storage battery is required for efficient service under any climatic conditions within a tempera-

ture range of 130° F. to -65° F. It is important that under normal operating requirements the battery will not reflect an appreciable reduction in voltage and efficiency due to low temperatures.

337. *Miniature Batteries*. 1. Statement of existing approaches to the solution of the problem: Attempts have been made in the past, through the development of RM cells and low-temperature batteries, to meet the aim listed. 2. Statement of their inadequacies or defects: Initial production of RM cells was spotty and while some batteries gave good performance, other batteries did not provide any life at all because of open circuits, short circuits, and other defects. Low-temperature dry batteries, while affording some service life at temperatures as low as -40° F., have not provided sufficient life at these temperatures. 3. Why existing commercial or military equipment is not satisfactory: Batteries do not provide sufficient service life per unit of volume and weight, as they presently exist.

347. *Electronic Telegraph Printer*. Scope: To provide a telegraph printing device in which the functions of translating the transmitted signals and the operation of the printing elements are accomplished by electronic circuits. The equipment shall be light in weight and capable of efficiently operating at speeds greater than the conventional mechanical teletypewriter.

356. *Cathode-Ray Tube*. Large-screen (12") cathode-ray tubes in which the glass envelope is much lighter in weight, shorter, and more rugged.

361. *Plastic Material*. A hard plastic material that is compatible with all organic and inorganic explosive materials at all temperatures from -65° F. to 165° F., and under all conditions of relative humidity.

362. *Marker for Ordnance Supplies*. Method of marking ordnance supplies, visible during blackouts and resistant to removal by mud, rain, etc.

363. *Method of Packing Ordnance Supplies*. Method of packing ordnance supplies, capable of easy opening and resealing.

365. *New Methods of Making Colored Smokes*.

367. *Track for Amphibious Vehicles*. Vehicle track to give maximum propulsive effort in water. For use on amphibious vehicles. Will probably be of the feathering type where the feathers or vanes lie flat after passing over the rear sprocket or idler and begin to open after passing over the front sprocket.

369. *Universal Track*. Universal track for use on all types of terrain. Present steel tracks destroy paved roads.

370. *Reciprocating Engine*. Any known or new and meritorious methods of increasing the horsepower output of reciprocating engines.

372. *New Compositions of Rocket Propellants*. New types of rocket propellants having high specific impulse that will be smokeless and flashless, and have high physical properties. These must have good stability over wide temperature ranges (-65° F. to 160° F.).

380. *Non-Corrosive Bearing*. A non-corrosive or corrosive-resistant ball, roller, and needle bearing.

381. *Anti-friction Bushings*. Low-friction-type materials.

383. *Pneumatic Tire Substitute*. Sponge rubber suitable for zero-pressure tires (eliminate the flat which occurs when vehicle stands).

384. *Substitute for Present Wheel-Brake System*. A substitute for the present wheel-brake system, not damaged to an unacceptable degree by grease, sand, heat, and water. (Possibly a sealed unit on the order of a bicycle coaster brake—or a sealed hydraulic type utilizing the principle of restricted flow.)

386. *Fastening Means*. A piece to function as a bolt or cap screw that can be operated without the usual amount of turning.

387. *Means of Sealing Cracks in Cast Iron*. Means of sealing cracks in cast iron by welding, brazing, or soldering-like procedure, the main objective being to eliminate the high heat and expansion associated with welding.

392. *Air-Brake System*. An air-brake system requiring one hose.

397. *Substitute for Radium*. An economical substitute for radium having a minimum of gamma radiation to be used for the purpose of illuminating scales, etc., on fire-control instruments.

403. *Aluminum or Magnesium Alloys for Casting*. High-strength aluminum or magnesium alloy (75,000 psi yield) that can be cast to shape and heat treated.

404. *Electrolytes*. Improved electrolytes for plating to increase the rate of deposit and improve the plate deposited.

405. *Electro-Deposited Chromium*. Some means of improving the hot, hard properties of electro-deposited chromium.

409. *Recoil Brake*. Recoil brake dependent only on dry friction; the coefficient of friction must be reasonably constant or predictable;

mechanism must lend itself to the variations encountered in recoil-mechanism design.

410. *Throttling Device*. A throttling device which can produce a pre-determined pressure differential which is *independent* of the velocity of throttling as well as the density and viscosity of the fluid.

412. *Magnesium Alloy*. A non-corroding, penetrating, alloying treatment of magnesium.

413. *True-Vertical Indicator*. A simple means of determining true vertical, not employing a gyroscope, that will not be affected by accelerations in the horizontal plane.

415. *Method of Treating Machined Edges of Plastics*. A production method of treating machined edges of plastics to restore resistance to moisture absorption.

417. *Method of Manufacturing Aspheric Optics in Quantity Production*.

418. *Optical Glass*. A technique for controlling the dispersion of optical glass independent of the index of refraction.

419. *Non-Magnetic Compass*. A simple directional device, capable of being carried by a foot soldier, which can determine true north within an accuracy of five mils, independent of the earth's magnetic field.

421. *Resistant Coatings for Magnesium*. Methods of applying metallic films to magnesium metal to obtain advantages of lightness and resistance to surface corrosion and wear.

422. *Humidity Indicator*. Humidity-sensing elements of small size, high accuracy and sensitivity, and not requiring frequent recalibration.

424. *Corrosion-Resistant Compound*. The development of an easily applied corrosion-resistant compound that will remain on metal throughout a temperature range of -80° F. to 200° F. and will prevent all corrosion.

425. *Non-Toxic and Non-Corrosive Fire-Extinguishing Agent*. The development of a fire-extinguishing agent which is more effective than present agents but will not be toxic or corrode aircraft materials.

427. *Aircraft Instruments with Improved Readability*. The development of aircraft instrument dials and markings which will have improved readability for both day and night use.

431. *Detection of Defects in or General Inadequacies of Struc-*

tural Sandwich Materials. Scope: To develop non-destructive means for determining the presence of defects or inadequate bonding of sandwich materials which can be used by relatively unskilled personnel.

436. *Test for Welded Joints.* Development of an adequate test to evaluate the "toughness" characteristics of welded joints in plates from $\frac{1}{4}$ to $1\frac{1}{2}$ inches in thickness. It is desired that this test be suitable for steel and aluminum alloys. Present tests are not adequate. Such tests as Charpy and Izod impact do not evaluate the whole joint.

438. *Test for Adhesion of Organic Coatings to Metals and Wood.* Development of a practical and accurate test to measure the adhesion of organic coatings (paints, enamels, lacquers, etc.) to various metals and wood. Present tests involve bending of a painted panel or removal of film by scraping with a sharp instrument. Neither provides quantitative values.

439. *Test for Evaluating Rust Preventatives.* Development of a quick, accurate, reproducible laboratory method for evaluating rust-preventive oils and compounds in terms of total service life.

440. *Lightweight Expendable Pallet (Revised).* The armed services have a requirement for a lightweight expendable pallet having the following characteristics: 1. Approximately 40" x 48" in size. 2. Provide for entry of lift forks from each of the four faces. 3. Be constructed of non-metallic waterproof materials. 4. Be capable of withstanding a minimum load of 1500 pounds per pallet and when stacked four high in warehousing, a load of 7500 pounds on the bottom pallet. 5. Be capable of withstanding an average minimum of 16 handlings. 6. Constructed in such fashion that the bottom face will not damage the top layer of packages on the loaded pallet directly below in a stack. 7. Be capable of withstanding temperatures of from 125° F. to -65° F. under operating conditions, temperatures up to 160° F. for a period of four hours and maximum low temperatures of -80° F. in storage. 8. Preferably have a weight less than the 75 to 100 pounds for wood pallets and cost materially less than the approximate \$1.75 cost of wood pallets.

449. *New Type of Communication.* Scope: The development of a revolutionary new method of transmitting intelligence.

450. *Destructive Ray.* Scope: To develop equipment of usable size capable of producing destructive or death rays effective at 500 yards without excessive power input.

451. *Lightweight Equipment for Translating Speech into Writing.* Scope: To develop equipment of size suitable for general use, capable of translating ordinary speech into the written word.

452. *Radiation-Indicating and -Measuring Equipment.* Scope: To develop a convenient pocket-size instrument that will give continuous indication of radiation intensity and cumulative dosage, using techniques not presently employed in commercial instruments.

453. *Method of Heating Dry Batteries.* Scope: To develop small, lightweight equipment suitable for heating dry batteries so that full output can be obtained in regions where temperatures drop to -65°F .

455. *Development of Rooters Suitable for Use in Loosening Frozen Ground.* Scope: To develop and investigate types of rooters that would expeditiously loosen frozen ground for arctic use in road building, bridge approaches, airfields, etc.

458. *Gas-Analysis Kit.* Scope: There is a requirement for a portable kit of gas-analysis equipment permitting positive identification of industrial compressed gases, including, but not limited to, oxygen, nitrogen, acetylene, carbon dioxide, hydrogen, sulphur dioxide, chlorine, and ammonia.

459. *Acetylene Generation.* Scope: There is a requirement for a substitute for the carbide method for generation of acetylene.

460. *Anti-Freeze Condition Determining Instrument.* Scope: To develop an instrument that will accurately indicate condition of the standard army anti-freeze used as a coolant in motor vehicles. The instrument should be portable and suitable for use in the field. Further, it is desired that the instrument should indicate the amount of any of the various components which may have been lost, that should be added in order to bring the components of the anti-freeze to the correct proportions. The proportions of components of the anti-freeze may be unbalanced by moisture condensing in the coolant, evaporation of the alcohol, etc. Further, the anti-freeze may be contaminated by rust, copper salts, etc.

462. *Plug Valve.* Scope: To develop a lightweight plug that does not require a lubricant or to develop a lubricant that will permit present plug valves to operate at -65°F .

463. *Quick Coupling.* Scope: A high-strength, lightweight coupling for gasoline pipe lines.

470. *Improvement on Permanency and Legibility of Marking of Shipping Containers.* Scope: To develop improved methods and

materials for the marking of shipping containers which may be used to provide increased legibility during daylight and darkness and to prolong legible life of such markings under exposed storage conditions. Also to develop methods which may be used for concealment of identification markings on containers for classified material.

474. *Material for Windshields.* A glass or other material suitable for use in windshields for automotive equipment, having the following characteristics: non-glare; non-shatterable (safety glass); resistance to accumulation of fog or moisture on surface, preferably without use of external energy; if not possible then solution not to include use of surface coating; a surface as equally resistant to abrasion and scratching as glass currently in use.

475. *Erosion-Resistant Material.* There is a requirement for a material with the following characteristics: 1. Machinable at room temperature. 2. Minimum of 10 per cent elongation at room temperature. 3. Hot hardness of 200 minimum Brinell at 1500° F. 4. Resistant to erosion of hot gases at high velocity.

476. *To Provide for the Rapid Splicing of Assault and Field-Type Wires.* Scope: To develop a tool or material which will permit the rapid splicing of military field wires (twisted pair multi-conductor 3 copper and 4 steel, insulated wire).

477. *Snow Vehicle.* Scope: A need exists for an extra lightweight, low-ground pressure, gasoline-operated, over-snow vehicle.

478. *Machinery for Fabrication and Method of Welding Titanium.* Scope: Before titanium and titanium alloys can be applied widely in the design and production of military equipment, certain problems must be solved. For instance, a practicable quantity-production method for welding commercial unalloyed titanium is required. The welding which has been done thus far has been by laboratory methods which are not practicable for use in production. Experience is also lacking so far in materials and methods of welding high-strength titanium alloys. Likewise there is lack of experience in casting titanium and its alloys. Except for special equipment, which will probably be required for welding and casting, it is probable that the standard equipment can be used for other steps in the fabrication of titanium and its alloys.

479. *Adhesive for Explosives.* Scope: To develop an adhesive having the following characteristics: 1. Capable of application without use of heat in temperatures as low as -40° F. 2. Capable of holding a 2½-pound block of either bare or packaged explosive

(wrappings include waterproof kraft paper, cotton fabric and Saran) on a vertical surface for a period of 60 days, utilizing about 15 square inches of block surface. 3. Adhesive must be capable of supporting the block on vertical steel, concrete, treated cardboard, plastic and wood surfaces which are relatively free of dirt. 4. Should be capable of supporting the block throughout a temperature range of -40° F. to 160° F. and not be affected by water. 5. Adhesive shall withstand storage in airtight containers for a period of five years. For experimental purposes, bare explosives, such as commercially available TNT block or dynamite, and dead weight wrapped in the materials mentioned above may be used as practice materials. Any inert material of about 1.6 specific gravity would be acceptable for test, the whole purpose of the test being to determine the quality of the adhesive.

480. *Adhesive Tape, Industrial*. Scope: To develop a pressure adhesive tape having the following characteristics: 1. Inexpensive and not composed of strategic or critical materials. 2. Capable of application without use of heat in temperatures as low as -40° F. 3. Desirable, although not mandatory, that the tape be suitable also for use in temperatures to 125° F. 4. Must be capable of withstanding weather conditions for at least one year without peeling. 5. Capable of storage in temperatures from -80° F. to 160° F. without serious deterioration. 6. Capable of adhering to various materials.

481. *Automatic Coupling Joint*. Scope: To develop an automatically coupling joint for fixed and floating bridges.

482. *Lightweight Unicellular Foam Filler for Field Manufacture*. Scope: To develop a process and lightweight equipment capable of manufacturing a lightweight unicellular foam which when extruded into a canvas tube would inflate the tube before hardening.

483. *Radical Methods of Ship Discharge*. Radical methods for rapid discharge of large quantities of military supplies from commercial or military vessels either over the beach or at dockside.

484. *Down and Feather Substitute*. Down and waterfowl feathers, for use in mountain and Arctic sleeping bags, are critical materials in time of emergency. Substitute materials are desired which can be utilized in these sleeping bags.

485. *Snow and Ice Mole*. A device capable of burrowing a large vehicle-sized hole or tunnel through hard compacted snow (névé) or solid ice to produce rapid under-snow storage and protection. Upper snow and ice surface would be flat to begin with and should

remain essentially flat for camouflage and snowdrift reasons after the holes are made. Holes should have arched snow roof several feet thick and a flat floor. Device would preferably be capable of both continued forward movement for tunnel construction and for widening underground storage rooms.

486. *A Personal Heating System.* A device that will distribute heat over the human body for exposures at sub-zero temperatures and moderate winds that will permit individuals to walk about, work with hands, ride or drive in unheated vehicles, or sleep without outer shelter. Device must be independent of any restricting or heavy electrical power source. Must have adjustable heat input and must be capable of a minimum of eight hours operation without refueling. Must permit rapid discarding or ventilation and not hamper ability when greater activity than moderate walking becomes necessary. Shall not create a fire hazard, "hot spots" that will burn the body, cause toxic fumes or other human hazard. Must be reasonably lightweight, compatible with normal Arctic clothing, and above all practical. Preliminary studies show that inventive genius is needed primarily to produce a practical non-electric distribution system or a very light, silent, portable electrical power unit. Heat can be pumped into torso to counteract heat losses from hands, feet, and head. Although hands and feet feel the cold, internal circulation prevents (and is even physiologically dangerous to) effective heating of extremities. If torso is warmed sufficiently, normal circulation will keep extremities adequately warm. Critical safe upper temperature limit at skin surface is under 100° F.

488. *Practical Method of Destroying Telltale Tracks of Men on Foot or Vehicles across Snow Fields.*

490. *Stabilization of Flat Surfaces.* Practical, quick method of stabilizing certain flat surfaces to the extent that they can be used for nearly normal roads, heavy-bomber air fields, or construction of installations. These include: 1. Névé snow fields (density at surface sp. gr. .2; deep sp. gr. .8 to 19). 2. Bogs and marshes over solid, deep, permanently frozen ground. 3. Intermittent small, deep, or quaggy ponds and frozen soil or gravel ridges where there is insufficient local material for fills.

491. *Inexpensive Method for Rapidly Converting Snow and Ice into Drinking Water in Quantity.*

492. *Heated Clothing for Personnel in Low-Activity-Level Occupations.*

493. *Material for Arctic Gloves Resistant to Deterioration by Oil and Gasoline.*

494. *Device for Protection of Head and Respiratory Tract against Cold.* The chief difficulty in the solution of this problem is psychophysiological due to the fundamental inhibition of the average soldier against wearing face masks and similar devices over his face. Since tests have shown that fully one fourth of the heat loss in extreme cold is from the breath, the conservation of this energy by some simple method acceptable to the average soldier is desired.

495. *Rubber Formulations and Other Materials.* The problem is to develop rubber or rubber-like materials which will maintain their functional properties over the temperature range of -65° F. to 160° F. The only currently available material which maintains its properties over this temperature range is some type of silicon polymer, but these materials are not suitable in many applications because of their low resistance to abrasion, low tear strength, and low tensile strength. Considerable research has been done on butadiene-type polymers, but no completely satisfactory solution has been obtained. Oil-resistant polymers present an unusually difficult problem in that, in general, the polarity of the molecule, necessary for oil resistance, contributes to poor low-temperature resistance. Completely new applications and ideas on chemical structures which might possess the required properties are needed.

496. *Engine and Personnel Heaters.* Engine and personnel heaters for vehicles, particularly methods to keep crews of vehicles warm enough without so much clothing that they cannot perform their tasks.

Obviously—if you have not skipped pages so far—all or most of these inventions needed by the armed services offer no stimulation to those who are interested in marketing mincemeat by direct mail, and most of us won't even understand what a true-vertical indicator is. Nevertheless, these known problems serve to advise all of us that we may have specialized knowledge or background of training that is of untold value if applied to development of a needed invention, whether it be a new toy to keep the little spalpeens fascinated, *or a device that helps you to keep young and old America from a life in chains!* What invention can you contribute to life in the United States today?

CHAPTER EIGHT

How to Protect Your Ideas and Products from Pirates

YOU HAVE a bright idea. You have invented something. You have written something original. You have a catchy name for a new product. You want to protect the possible money-maker from pirates who might appropriate it and wax wealthy. Many an inventor has barely eked out a living for himself and his family while someone else has cashed in on his ideas. Even when you follow the best methods of protection, however, it is one of the sad facts of business and creative life that whenever a better idea or product is presented someone will imitate it, "adapt" it, or appropriate it insofar as he dares. It may be a reasonably legitimate competitor or a mistakenly trusted employee or a contemptible business associate whose greed will prompt the raid. Sometimes two or three of them may connive to profit at your expense. This more or less constant threat should not hold you back, however, and you can avoid or minimize such loss and frustration by taking advantage of the laws established to give you protection.

These laws to protect you cover copyrights, patents, and trademarks. There are good reasons, some of them highly technical, for each of these methods of protection. You should consider carefully the highlights of each one as presented here as a guide to safety.

COPYRIGHT PROTECTION

In many ways copyright is the simplest procedure to use, and if instructions are carefully followed there is no need for a lawyer to guide you through a maze of technicalities.

There are 13 classes of copyrightable material. They are:
Books, including pamphlets, catalogues, directories, and leaflets
Periodicals
Lectures or other works intended for oral delivery

Dramatic works

Musical compositions with or without words

Maps

Works of art, including not only the fine arts but artistic jewelry, glassware, and the like

Reproductions of works of art

Drawings or plastic works of a scientific or technical nature. (Inventors should note this classification.)

Photographs

Pictorial illustrations, advertisements, and labels, including greeting cards and picture postcards

Motion picture plays

Non-dramatic motion pictures

Many who are unfamiliar with the laws are surprised to learn that it is *not* possible to copyright ideas, systems, plans, or methods of doing something, although *it is possible to copyright the words describing such methods*. Furthermore, you cannot register titles of works, slogans, mottoes and coined words, *but you may be able to register them as trademarks with the Patent Office*.

Anyone can get a copyright of copyrightable material. The procedure is simple. Blanks and instructions are furnished free on request by the Register of Copyrights, Library of Congress, Washington 25, D.C. Fill out the "Application for Registration," enclose a \$4.00 fee and a single copy of the material you want copyrighted if it is not to be published or intended for distribution. This copy does not require the copyright line. If the book or song or other material is intended for publication or distribution, it must first be printed with the copyright line—for example: "Copyright, 1954, by John Doe"—appearing on it in the proper place; and *two* copies must be submitted with the form and the fee. The form, fee, and copies should be sent to Washington *immediately* after the work is published. Publication, with the proper copyright notice, secures copyright and then the law begins to protect you for 28 years. Within a few days you receive a certificate showing that your copyright is duly registered. At the end of the 28-year term, you can renew your copyright registration for an additional 28 years by filling out required forms and making payment of a \$2.00 fee.

Copyright protects you from infringement by plagiarists who reproduce your copyrighted material without permission. It does not, however, bar a similar work independently conceived.

PATENT PROTECTION

Although an inventor may want copyright protection under the class of "drawings or plastic works of a scientific or technical nature" or other classes, he should be on guard in case he also wants to *patent* his invention. His patent application should be filed *within one year* of the date of the invention because the patent application requires that the inventor certifies the invention has not been described in any printed publication more than one year prior to the application.

The patent is the best protection for the inventor.

Unless you are prepared to seek a patent for a new invention immediately after the invention is born, you should take another method of protecting yourself. Prepare or have prepared a sketch of your invention, write your detailed description of it, date it, sign each one of the papers involved and have your signing witnessed by *two friends in writing*, and as an added precaution it might be well to have the papers notarized. Keep these papers in a safe place. Many an inventor is so "cozy" with his creation, so fearful of theft, he doesn't even want to trust friends. If he does not do so, he is taking even more serious chances of losing his rights. It is important that he have concrete evidence as to who had the idea first.

Having taken this step the inventor must decide whether he will expend perhaps \$300 or more to patent his invention. If he has a lawyer friend who knows the patent laws and will work for a nominal fee, the cost may be cut in two. The patent attorney will have a search made of the millions of foreign and domestic patents to make certain your idea or invention is actually original and will file your application for letters of patent with the U. S. Patent Office in Washington. There are routines of search and publication, etc., that may take five years before you are presented with letters of patent giving you absolute rights for 17 years.

TRADEMARK PROTECTION

If you have a product that you intend to advertise and sell and establish in commerce, a trademark to identify it may be of incalculable value.

A trademark, according to a U.S. Department of Commerce

pamphlet, is "a distinctive word, emblem, symbol, or device, or any combination of these, used to indicate or identify the manufacturer or distributor of a particular product. To be valid it must be used on goods actually sold in commerce or on displays associated with the goods, or on tags and labels fixed to the goods."

The trademark may be of little importance to inventors, but it is vital to anyone who makes or markets products on a regular basis—for instance, Kodak is a trademark to identify cameras issued by a certain company that wants protection against others from "cashing in" on the quality and reputation of the issuing company. A trademark is simply a recognition by the government that you can use that name to distinguish your goods in commerce. Once secured, the trademark puts you into position to sue infringers with a strong chance of winning your suit.

Securing of a trademark is not as expensive or complicated as the securing of a patent, but you will undoubtedly need a lawyer to guide you through the technicalities.

CHAPTER NINE

How and Where to Sell Ideas and Inventions

WHEN YOU first have a brilliant idea for a new product or service you may well have rosy dreams of almost immediate wealth—cars, furs, houses, and airplanes. You can make those dreams come true in some instances, but only if you are not disillusioned by the plain unvarnished truth that ideas as such are a "dime a dozen." They become valuable only if you use the same resourcefulness in selling that you used in creating the basic idea. Rarely can you simply dream up and toss off a good salable idea and expect anyone but yourself to make it effective.

It is one of the hard facts of creative life that almost anyone around you will look at your new venture negatively. You have to put positive imagination in action behind your project, and it is often lonely business in the early stages. Once you have put it over—as

have a multitude before you—then everyone is willing to help. It is also a fact, however, that once you start the ball rolling you may find others who will help you—but only after you give the initial push and keep on pushing.

Your one best way to sell an idea is to tie it in closely with your own abilities and readiness to follow it through and assist in making it effective. Through these pages you find many instances of individuals who have had ideas and profited from them, but in almost every instance you will note that the ideas paid off only when the creators went to work with them. If you are on the job in office, field, or factory, and have an idea that applies to the operations, you also have a fine chance to be paid for the new idea or improvement or to win larger income because of it.

The difficulty in marketing ideas is that there is no thoroughly tested formula to guide you. If you raise wheat, there are established markets. If you raise an idea, there may be only a few places in which it can be made effective, and it depends on your own resourcefulness whether you find the ideal market. It can be found, however. Thousands prove that every year, but only on the basis of their own searching and striving. Patent brokers and sales agents will help.

You begin your searching and striving with the idea itself. You need a workable idea. You need to see clearly how it can be made workable—and *where*. The matter of where it can be made workable opens up what, at the outset, seems a bewildering array of possibilities. You have, for instance, invented a new cleaning fluid. Any one of thousands of manufacturers *might* be sound possibilities. But as you search, you narrow down the field to those organizations already equipped or partially equipped to both manufacture and sell your product. The search is up to you.

You can start your search by examining directories such as the classified telephone books, or go to the library and study *MacRae's Blue Book*, an annual publication that alphabetically lists names and addresses of major manufacturers, producers, and wholesalers, with classified lists by kind of product. Or you can turn to *Thomas' Register of American Manufacturers*, which also may give you a lead on the logical buyer of your idea or invention.

You can dig into the trade journals that are published for most fields of manufacturing. You can find a certified list of manufacturers looking for ideas for new products in the annually issued *Inventors'*

Sales Bulletin edited by V. D. Angerman, publisher of *Science and Mechanics Magazine*. For instance, this bulletin lists the following companies as interested in toys and novelties:

Mu-Dell Plastics Corp., 2250 North Pulaski Rd., Chicago 39, Ill.
Bridge Tables & Novelties, Inc., 80 Rogers St., Lowell, Mass.
Hungerford Plastics Corp., Central Ave., Murray Hill, N.J.
Apex Novelty Co., 72 Marshall St., Newark 2, N.J.
BMC Manufacturing Corp., 5-9 Griswold St., Binghamton, N.Y.
Etched Products Corp., 39-01 Queens Blvd., Long Island City 4, N.Y.
Continental Gem Co., Inc., 99-101 Beekman St., New York 7, N.Y.
Lido Toy Co., 200 5th Ave., New York, N.Y.
Mastercraft Toy Co., Inc., 19 West 24th St., New York 10, N.Y.
Great Lakes Press Corp., 439-465 Central Ave., Rochester 5, N.Y.
Unsinger-AP Corp., 1801 Spielbusch Ave., Toledo 1, O.

Most inventive individuals are not too well equipped to handle the intricate processes involved in selling their wares. Frequently they find it advisable to turn to well-established patent brokers or sales agents who can save the individual from many mistakes—one of which is failing to realize that a manufacturer may be making a huge investment to make an invention and sell it to the public. Reputable brokers keep inventors from making demands that “kill” possible sale outright. You may prefer an adequate advance and a royalty that will spread the income over many years with resultant tax savings.

Mr. Angerman, in his bulletin, cites an illustration of one broker at work. “He had an invention placed with him for sale, for which the inventor asked \$10,000. When the broker got an interested manufacturer into his office and put the proposal on the table, the manufacturer said: ‘This is ridiculous. For that amount of money we could go out and hire an engineer for two years, instructing him to build a machine of his own for us to get around this problem. He would probably build us a machine in six months, and we could use him on other jobs for the rest of his contract time—and own a suitable invention outright. If your man is going to try to hold us up like this, he can go to hell. If he wants to talk sense, however, we will do business with him.’ The broker got the inventor on long-distance telephone, and it developed that \$10,000 was just a figure picked out of the air. The inventor was happy to settle for \$3000 and a fat royalty. But had it not been for the timely intervention of the broker, the imaginary figure of \$10,000 would have queered the whole deal.”

If you have a salable invention and are reasonably sure you can work up an adequate presentation and carry through with your own sale, by all means do so. But if such selling is foreign to you, as it is to most individuals, you should investigate carefully and make arrangements with a reputable broker who may sell your invention faster and for better prices than you could arrange personally.

HELPFUL BOOKS AND PAMPHLETS FOR INVENTORS

Inventors' Sales Bulletin, V. D. Angerman, editor. Science and Mechanics Magazine, 450 East Ohio St., Chicago 11, Ill.

Making Inventions Pay: A Practical Guide to Selling, Protecting, Manufacturing and Marketing Your Inventions, by Joseph C. Keeley. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

Money from Ideas: A Primer on Inventions and Patents, by M. Penn Laughlin. Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.

Yates' Guide to Successful Inventing, by Raymond F. Yates. Wilfred Funk, Inc., 153 East 24th St., New York 10, N.Y.

Inventors Guide. Free. U. S. Commerce Department, Government Printing Office, Washington 25, D.C.

Inventor's Handbook. Fawcett Publications, Greenwich, Conn.

Part Three

FUN AND PROFIT WITH ARTS,
HOBBIES, AND HANDCRAFTS

CHAPTER TEN

Hundreds of Hobby Crafts Available to You

YOU ARE NOW or you can become one of the millions of hobby and handcraft workers with the skills that can be turned into pin money or steady income of important proportions. If you want a home income, one of the first and best possibilities for you to examine is any hobby you now have or have had in the past. Consider its money-making potentialities. If you have never had a craft hobby you should explore here for one that would interest you. There are few fields where you can learn as rapidly to do something that will help you make money at home.

High costs of almost all manufactured products have forced millions of householders to become their own craftsmen and they have found that they don't need to spend a lifetime to develop their skill. There is a huge and growing market for the products of the more than ten million home shops. *There are buyers in almost every community who are not only ready but willing to pay a premium price for homecraft products, custom made, well made so they don't fall apart in a few weeks or months.*

Those markets are open to you, and you needn't be discouraged because there are so many hobby-shop workers who *could* turn their crafts into money. It is on record that most of them don't. Most folk keep their hobbies in the hobby stage, and except for an occasional stray sale, do nothing to market their wares. The hobby craftsman, however, who studies the crafts as a business and is determined to do something about it, is virtually assured of money in the bank.

Before settling down to the business of making money with your home hobby craft, you may want to consider the field as a whole and make a careful selection of the line or lines most suitable for you.

As a homecraft enthusiast:

1. You design your own patterns and products.
2. You make products from craft materials, using your own or the readily available designs of others.

3. You, especially if you are a beginner, may use ready-cut or ready-prepared materials that come in kits with instructions for assembly and decoration.

As an enthusiast, you will recognize that the values of a homecraft are fourfold:

1. There is a lot of fun and pride of accomplishment involved in becoming absorbed in homecraft work.
2. There are friends to be found, for once you are engaged in a homecraft project, you meet others who are also interested in classes of instruction, at exhibits, in showing your wares.
3. There are almost unmeasured therapeutic values in working on craft products in these days when business or family troubles prey on your mind. Concentration on craft products crowds out worries of the day.
4. There are very definite potentialities and cash values that are yours for the taking.

SELECTING YOUR HOBBY CRAFT PROJECT

There are hundreds of home hobbies or crafts in which you are now and may become interested. These particular crafts, in large part, stem from the use of favored materials such as wood, plastics, metal, leather, textiles, clay, etc. Each of the crafts listed is subject to ramification, combination, breaking down into more specialized products that defy any complete listing in detail:

Archery (bows, arrows, targets)

Artificial flies, bugs, plugs, other lures for anglers

Basketry and other wickerwork with reeds, raffia, etc. (baskets, lamp shades, hats, dresses, coasters, picture frames, mats, trays, racks, footstools, chair seats and backs, vases, etc.)

Batik (dyeing)

Beadwork (glass, metal, stones, pips, bones, shells, etc., for ornaments, jewelry, bags, novelties)

Block printing (cutting designs in wood or linoleum and printing from them)

Boatbuilding (with wood, metal, plywood, canvas, for rowing, sailing, outboard and other motors)

Bookbinding

Celluloid (clear acetate) (etching, billfolds, window pockets, snapshot frames, card cases)

- Ceramics (baked-clay articles, pottery, tiles, etc.)
China painting (painting, design baked in, etc.)
Cookery (scores of specialties, cooking, smoking, preserving: see Part 4)
Cork (picture mats, coasters, plaques, table mats, decoration)
Costumes (designs for special performances, own wear, others')
Design (hundreds of specialties)
Driftwood (lamps, flower-arrangement bases, plaques, stools, etc.)
Dyeing (batik)
Embossing (brass, bronze, copper, tin, pewter, lead, paper, papier-mâché)
Enamel work
Etching (pewter, copper, brass, nickel, silver, glass, etc.)
Felt (hats, vests, belts, slippers, purses, novelties, suspenders, bags, household items)
Glass (engraving, painting, decorating, personalizing of tumblers, trays, dishes)
Gourd novelties
Hairwork novelties
Heraldry (painting, illuminating, designing, coats of arms)
Home decoration (designing, making, arranging draperies, upholstery, wallpaper, furniture, gadgets)
Illuminating (manuscripts, mottoes, wall ornaments)
Invention (originating, making, modeling)
Ivory carving
Knife work (whittling, carving, chipping, etching, leather carving)
Lacquering (utensils, novelties)
Leather (braiding, tooling, carving, lacing, stippling, stamping, belts, handbags, jewel cases, brief cases, billfolds, coin carriers and other cases, frames, gloves, sheaths, desk sets, moccasins, etc.)
Lettering
Linoleum (block printing, decorating)
Marionettes and puppets (making individuals and groups)
Mechanical drawing
Metalworking (*repoussé*, bent iron, forging, jewelry making, pewter, tin, brass, bronze, copper, aluminum, Nugold, nickel silver, wire, embossing, bronzing baby shoes, etc., enameling, utensils decorations, novelties)
Modeling clay

Model making (miniatures, nature, historical, literary, landscape scenes, airplanes, coaches, ships, furniture, houses, figurines)

Molding

Mosaics

Needlework (embroidery, crocheting, clothing, drawn work, hooked and braided rugs, knitting, lace, petit point, quilts, samplers, spool knitting)

Paper cutting

Paper folding

Papier-mâché

Photography (still and moving pictures, finishing, albums, photo montage, illustrating, coloring)

Plastics (cutting, molding, shaping, decorations, jewelry, gadgets)

Poker work (burning designs in wood, leather)

Pottery

Printing (small hand-press work)

Sealing-wax work

Shellcraft (jewelry, pictures, novelties uncounted)

Silhouettes

Silk-screen printing

Soap carving

Stencil work

Taxidermy

Telescope making

Tooling (leather, wood)

Toymaking

Weaving (looms, textiles, rugs, mats, tapestries)

Wickerwork (baskets, chair caning, trays, mats, rugs, vases, frames, using canes, leather, raffia, etc.)

Woodworking (cabinetmaking, carpentering, chip carving, scroll, and jigsawing, toymaking, turning, whittling, woodenware, novelties, wood carving)

LOCATING YOUR LOCAL CRAFT GROUPS

There are hobby and handicraft groups in nearly every community where you will find stimulating companionship, profitable courses of instruction, and fellow craftsmen who will share their experience with you. If you are isolated from such a group you can still secure instruction and advice through the organizations

available, and from craft-supply houses and books and pamphlets.

Points of inquiry in locating special craft groups in your home area are your local newspapers, gift shops, supply houses, public schools that by the score offer special classes, librarians, city or state chambers of commerce, service-club chairmen, city directories, trade associations, and other sources. Some states have sponsored programs such as The League of New Hampshire Arts and Crafts, which helps citizens of that state in setting up small craft shops and giving instruction in handicrafts, and the Woman's Program of the New York State Department of Commerce.

Another point of contact is at the hobby and craft shows, and fairs in cities and county seats. In Greenwich Village in New York there is an annual six-week crafts fair, which attracts some 50,000 customers. The Museum of Natural History in New York holds an annual hobby show for a thousand men and women from sixty to one hundred years of age. Inquiry will lead you to shows in your local territory.

On a more professional basis America House in New York is a retail and wholesale marketing outlet for products of professional American craftsmen. It is operated by the American Craftsmen's Cooperative Council, Inc., a non-profit organization.

Outstanding in the craft field is the American Craftsmen's Educational Council, Inc., 32 East 52nd St., New York 22, N.Y., of which Mrs. Vanderbilt Webb is the president. This organization publishes the periodical *Craft Horizons*, and is supported by membership and contributions. At its national headquarters in New York City "the Council conducts a clearing house of current information on craftsmen and craft groups, special teachers, sources of equipment and materials, available talent and positions open in the craft field. A craft library is maintained and constantly enlarged. Pamphlets on subjects of special interest to professionals—such as 'The Craftsman Sells His Wares' or 'Community Craft Organization'—are published from time to time. The Council's staff and officers consult with interested groups and individuals throughout the country on establishing or enhancing the activities of local craft societies."

Craft Horizons, edited by Mary Lyon, publishes the following roster of the craft groups affiliated with the American Craftsmen's Educational Council:

Associated Hand Weavers, Miss Claire Freeman, 46 Magnolia Ave., Larchmont, N.Y.

- Capital District Craft Guild, Mrs. George Sleeper, 76 Fuller Rd., McKowansville, Albany, N.Y.
- Carmel Crafts Guild, Mr. Robert M. Bennett, P.O. Box 3591, Carmel, Calif.
- Catskill Arts & Crafts Guild, Mrs. Gordon Decker, 45 Liberty St., Catskill, N.Y.
- Central States Craftsmen's Guild, Mr. F. Jules Reed, 1225 Kentucky St., Lawrence, Kans.
- Ceramic Guild of Bethesda, Maryland, Mrs. Percy Grady, 4919 Del Ray Ave., Bethesda, Md.
- Ceramic League of Miami, Mrs. H. H. Taylor, 803 East Di Lido Dr., Miami Beach 39, Fla.
- Chicago Weavers Guild, Mrs. Charles W. Bortree, 1123 Pleasant St., Oak Park, Ill.
- Colorado Society of Ceramists, Miss Margaret Johnson, 5050 West 46th Ave., Denver 12, Colo.
- Council of Ozark Artists and Craftsmen, Mr. William Kennedy, Box 310, Rogers, Ark.
- Crafts Co-operative, Inc., Mrs. William M. Daum, Woodstock, N.Y.
- Detroit Handweavers' Guild, the, Mrs. Virgil Anderson, 18330 Trinity, Detroit 19, Mich.
- Englewood Weavers Guild, Mr. W. K. Carter, 447 West 60th Place, Chicago 21, Ill.
- Farmers Federation, Mr. James G. K. McClure, Asheville, N.C.
- Florida Craftsmen, Mr. Louis Freund, Fine Arts Dept., Stetson University, De Land, Fla.
- Fulton County Craft Guild, Mrs. Harriet May Hagerty, Gloversville, N.Y.
- Greenwich House Potters, Mrs. Hilda F. Niedelman, 16 Jones St., New York, N.Y.
- Hampshire Hills Handicraft Association, Mrs. John E. Boland, 21 Center St., Northampton, Mass.
- Haystack Mountain School of Crafts, Mr. Francis S. Merritt, Liberty, Me.
- Hoosier Handicrafters, Mrs. Frank C. Miller, 5302 Central Ave., Indianapolis, Ind.
- Ithaca Weavers Guild, Miss Rae Murden, Route 3, Ithaca, N.Y.
- Journeymen, the, Mr. Hobart Cowles, School for American Craftsmen, Rochester Institute of Technology, Rochester, N.Y.
- Kiln Club, the, Mrs. Eleanor P. Roy, 7241 Brinkley Rd., Washington, D.C.
- League of New Hampshire Arts & Crafts, Mr. David R. Campbell, Concord, N.H.
- Liberty Art League, Mrs. Frank W. Garvin, P.O. Box 925, Liberty, N.Y.
- Liberty Arts & Crafts Guild, Mr. Earl H. Sincerbox, Box 881, Liberty, N.Y.
- Maine Coast Craftsmen, Miss Mildred Burrage, Wiscasset, Me.
- Maine Coast Craftsmen—Freeport Branch, Mrs. George Soule, Box 189, Freeport, Me.

- Marli Weavers, the, Mrs. Louis Bottino, Box 394 F, R.F.D. No. 2, Lockport, Ill.
- Metal Arts Guild, Mr. William R. Cook, 301 Willard Ave., Toronto 9, Canada
- Mexican Art Workshop, Taxco, Mexico, Mrs. Irma S. Jonas, 238 East 23rd St., New York, N.Y.
- Michigan Weavers Guild, Mrs. Earl H. Todd, 32 Oxford Blvd., Pleasant Ridge, Mich.
- Middle Tennessee Craft Guild, Mrs. Grace Read, 205 Mark St., Nashville, Tenn.
- Minute-Man Crafts, Mrs. Ethel Strong, R.F.D., Wakefield, Mass.
- Missouri Federation of Arts and Crafts, Mr. Don Charpiot, Peoples Art Center, St. Louis 8, Mo.
- Montana Institute of the Arts, Mrs. O. M. Brammer, Bigfork, East Shore, Mont.
- Navesink River Ceramic Guild, Mrs. J. E. Robertson, 96 Battin St., Fairhaven, N.J.
- New York Guild of Handweavers, Miss Alice A. Meder, 11 Whittier St., East Orange, N.J.
- New York Society of Ceramic Arts, Miss Dido Smith, 1155 Park Ave., New York, N.Y.
- New York Society of Craftsmen, Miss Charlotte E. Kizer, 887 1st Ave., New York 22, N.Y.
- New York Weavers, Mrs. Coulter D. Young, 450 East 63rd St., New York, N.Y.
- Omaha Weavers' Guild, Mrs. Daniel Langfeld, 3322 Woolworth Ave., Omaha, Neb.
- Opportunity, Inc., Miss Ethel McCullough, Riviera Florida Crafts, 6 Via Parigi, Palm Beach, Fla.
- Oregon Ceramic Studio, Mrs. Lydia Herrick Hodge, 3934 SW Corbett Ave., Portland, Ore.
- Parkersburg Clay Club, Miss Katherine Burnside, 922 Julian St., Parkersburg, W. Va.
- Pennsylvania Guild of Craftsmen, Mr. Paul W. Eshelman, Rohrerstown, Pa.
- Pond Farm Workshops, Mr. Gordon Herr, Guerneville, Calif.
- Potomac Craftsmen, Mrs. Ralph Fast, 2935 Northampton St., NW, Washington, D.C.
- Plymouth Colony Farms, Dr. Ralph H. Pino, Director, Route 1, Plymouth, Mich.
- Saranac Lake Study & Craft Guild, Mr. W. Stearns, Saranac Lake, N.Y.
- Shelburne Craft School, Rev. J. Lynwood Smith, Shelburne, Vt.
- Society of Connecticut Craftsmen, the, Inc., Mr. Henry Pasco, North Main St., West Hartford, Conn.
- Society of Vermont Craftsmen (Fletcher Farm Craft School), Miss Anna E. H. Meyer, Brandon, Vt.
- The Southern California Handweavers Guild, Mrs. Roger Hayward, 920 Linda Vista, Pasadena 3, Calif.

Southern Highland Handicraft Guild, Miss Louise L. Pitman, 8½ Wall St., Asheville, N.C.

Staten Island Institute of Arts and Sciences, Section of Handcrafts, Miss Gladys Renfield, William T. Davis House, 146 Stuyvesant Place, Staten Island 1, N.Y.

Vermont Arts & Crafts Service, Miss Ruth W. Coburn, State House, Montpelier, Vt.

Villa Handcrafts, Mrs. William Brigham, 460 Rochambeau Ave., Providence, R.I.

Weavers Guild, the, Boston, Mass., Miss Lydia B. Osborne, 7 Stratford Road, Winchester, Mass.

Weavers Guild of St. Louis, Miss Margaret Lindsay, Lindenwood College, St. Charles, Mo.

Weavers of Winchendon, Mrs. Richard C. Whitney, 25 High St., Winchendon, Mass.

Woman's National Farm and Garden Association, Mrs. Roger S. Warner, 5 Chestnut St., Boston, Mass.

Woodstock Guild of Craftsmen, Mr. Allan Gould, Woodstock, N.Y.

ELEMENTS OF A SUCCESSFUL CRAFT PRODUCT

In considering the elements of a successful craft product lean on the wisdom and courtesy of the American Craftsmen's Educational Council and its fundamental pamphlet, *The Craftsman Sells His Wares*, which is valuable reading as a whole for any craftsman. "The American craftsman who wishes to support himself in part or in whole by his own efforts must first of all understand the elements of a successful product," according to this pamphlet. "These elements are: good design, which includes functionalism; technical excellence; correct relation to current uses and fashions, and proper pricing.

"Assuming that he has achieved good design and technique and wants to sell his product, the craftsman must acquaint himself with market trends and practices; establish systematic work habits, regular record keeping; and most important of all, master a sound pricing formula. It will take thought and study to develop along these lines, but only in this way can the self-employed craftsman learn a technique for marketing which will bring him a fair monetary return on his time and effort. . . .

"There are two avenues of work open to self-employed craftsmen: orders at wholesale which will mean the repeating in production of the same object a number of times, and unrepeatable individual pieces. These avenues supplement each other, especially from the standpoint of income. A craftsman may legitimately make sure of

a 'bread and butter' income through wholesale orders while continuing to develop his creative skill through individual pieces. For 'wholesale' does not have the same connotation of thousands when applied to the handmade object as it has for the machine made. A self-explanatory name would be 'wholesale-in-limited-editions.' This means it is up to the craftsman himself to set the amount he wishes to make of any given object and the time he wishes to give to such orders. The great advantage in work of this sort is that reasonably prompt payment is assured and thus basic expenses can be met. There is little or no gamble of labor or material involved. A sound understanding of the methods of marketing and production, prompt filling of orders and correct pricing are, however, a prerequisite."

A craftsman should observe local trends and markets in his area in determining his production. "Outside of the gift classification, the largest sales are made in decorative accessories and home furnishings," the pamphlet states. "A craftsman must decide whether a product is to be produced for the market in New England, the Middle-West or South-West, for each has special needs. The demands of regional markets are affected by climate, mode of living, local customs and tastes, and products must be planned to meet them. A craftsman need not be limited to producing for one market. The choice before him can serve to increase his distribution. The wider the distribution of the American Craftsman the greater part he plays in the free enterprise of his country's economy.

"Awareness of the kind of people that may be interested in handmade articles and of ways to educate more people in appreciation of beautiful things is important. It is helpful to start a 'line' and to develop an individual style, but unwise to attempt too many different articles at one time. Effort should be concentrated on a few items until these are commercially established and the craftsman begins to be known for them. Then new articles may be added that will stimulate the purchaser and keep him alert to watch for further additions.

"An acquaintance with the prevailing prices of similar articles in as wide a field as possible will help in arriving at an average price that is realistic. Advertisements in the better periodicals devoted to home furnishings and decorations as well as visits to gift shops and stores where crafts are sold will assist in pricing."

Remember that you need only one craft for your personal gain and the results you attain will be measured by your skill and determina-

tion and resourcefulness. The projects presented here give clear indication of what others have done to make money with their homecrafts, and it is urged that you review carefully their projects and methods to see what you can adapt for your own purposes.

HELPFUL HANDICRAFT AND HOBBY BOOKS AND PAMPHLETS

- Directory of Hobbies: The Blue Book of Hobbyists*, by Charles B. Amrich. Amrich Press, Bridgeport, Conn.
- Hobby Handbooks. Get list. David McKay Co., 225 Park Ave., New York 17, N.Y.
- Home Craft Course Series. Get list. Mrs. C. M. Naaman Keyser, Plymouth Meeting, Pa.
- Crafts. Get Little Library List. Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.
- Foster Art Books. Get list. Foster Art Service, Inc., Box 456, Laguna Beach, Calif.
- Crafts for Everyone*, by Louis V. Newkirk & LaVada Zutter. International Textbook Co., 1001 Wyoming Ave., Scranton 9, Pa.
- Creative Hands*, by Doris Cox & Barbara W. Weismann. John Wiley & Sons, 440 4th Ave., New York 16, N.Y.
- Handicrafts as a Hobby*, by Robert E. Dodds. Harper & Bros., 49 East 33rd St., New York 16, N.Y.
- Handicrafts and Hobbies for Pleasure and Profit*, Marguerite Ickis, editor. Greystone Press, 100 6th Ave., New York 13, N.Y.
- Here's Your Hobby*, by Harry Zarchy. Alfred A. Knopf, Inc., 501 Madison Ave., New York 22, N.Y.
- The Book of Indoor Hobbies*, by Amanuele Stiere. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.
- Money Making Hobbies*, the editors, Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.
- How-To-Do-It Books*. A Selected Guide. R. R. Bowker Co., 62 West 45th St., New York 36, N.Y.
- Money Making Hobbies*, by Joseph Leeming. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.
- Paper Toys and Relief Crafts*, by Pedro de Lemos. Davis Press, 44 Portland St., Worcester 8, Mass.
- Every Woman's Guide to Spare-Time Income*, Maxwell Lehman & Morton Yarmon. Harcourt, Brace & Co., Inc., 383 Madison Ave., New York 17, N.Y.
- Making Money at Home*, by Earl B. Shields, Mountain Home, Ark.
- Handicraft Hobbies for Profit*, by Robert Scharff. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.
- Making Money at Home*, by Polly Webster. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

The Home Crafts Handbook, Ray E. Haines, editor. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.

How to Make a Home Business Pay: a Handbook for Women Who Want To Earn Money at Home, by Julietta K. Arthur. Prentice-Hall, Inc., 70 5th Ave., New York 11, N.Y.

Where To Get What: The National Directory of Crafts and Art Supplies.

Free. Penland School of Handicrafts, Penland, N.C.

See helpful book lists in following chapters.

PERIODICALS

Mechanix Illustrated, 67 West 44th St., New York 36, N.Y.

Popular Mechanics, 200 East Ontario St., Chicago 11, Ill.

Popular Science Monthly, 353 4th Ave., New York 10, N.Y.

Profitable Hobbies, 24th and Burlington sts., Kansas City 16, Mo.

Science & Mechanics, 450 East Ohio St., Chicago 1, Ill.

CHAPTER ELEVEN

Every Home Can Be a Tool-and-Sawdust Workshop

MORE THAN ten million American homes now have some sort of home workshop in kitchen, attic, basement, parlor, shed, or garage. Rising prices forced these millions into acquisition of tool collections, large or small, hand or power operated. Never before in history have there been so many home craftsmen as today, and thousands of them are finding that the list of salable articles they can produce in those home shops is virtually endless.

Tools and supplies for these craftsmen have become a multi-billion-dollar business. Some of these men and women will turn their hobbies into a home business. It might as well be you. You can even make it a family project. The cost of tools for production of simple salable items can be kept under \$100. The Chamber of Commerce reports that you can even establish a woodworking shop for as little as \$1000 or \$2000 if you want to tackle such a project outside of your home. Before venturing such a shop, however, you would be well advised to test your producing and marketing ability with your

project held within the home with a negligible overhead on the venture.

When you approach the serious matter of turning your hobby into a home money-maker you should give careful thought to a certain specialization or selection of favorite items for your particular interest and skill. You may want to center on furniture making and repair, cabinetmaking, upholstery and repair, hobby projects, and perhaps give special attention to novelty, toy, and bric-a-brac projects.

Discussing a novelty, toy, and bric-a-brac shop, the booklet "Establishing and Operating a Small Woodworking Shop," issued by the U. S. Department of Commerce, says, "This type of shop makes a wide range of articles which are generally in demand. The shop can be located almost anywhere because the market is not necessarily confined to the local community. You can sell in stores, jobbers, mail-order houses, summer resorts, amusement parks, or to shops located where there is a steady flow of traffic.

"Among your products there should be one or more outstanding items on which you can concentrate and which you can produce in quantity. You might be able to design an attractive article that can be patented. The article would bear your trade-mark and in addition to its sales value it would have considerable worth in terms of advertising.

"Among the articles you can produce in this shop are bookends, novelty picture frames, paperweights, candlesticks, desk sets, letter openers, wall racks, curio cabinets, wooden kitchen utensils, smoking stands and ashtrays, and you can also refinish antiques. Most of these articles require little material, are easily fabricated, and command a high selling price compared to the cost of production.

"Repairing, restoring, and remodeling antiques is a very profitable business if the work is expertly done and expertly finished. However, most antique pieces are highly prized by the owners and if the repair or restore work does not come up to the expectations of the customer there can be much trouble."

PLYWOOD NOVELTIES FOR PROFIT

Scroll saw and plywood hobby craftsmen are legion, and in numerous areas turn out a steady stream of their products for sale in gift and chain stores and at roadside stands. Many of the plywood products lend themselves to something approaching mass produc-

tion in the home workshop. While some plywood novelties require infinite patience and artistry, there are many that call for only a minimum of time and skill for production of salable articles.

Among the most popular and salable of the plywood novelties are the infinite variety of waterproof plywood lawn ornaments. You have undoubtedly seen them on display in stores and at the roadside. They include profiles of birds and dogs and squirrels, ships and buggies and arrows and cats, weather vanes, name-and-address backgrounds, rowboats and sleighs and other eye catchers. These are turned out in the home workshop one at a time or sometimes several at one cutting, and then are stained or painted for preservation and colorful eye appeal.

Adept in catching the eye and selling his plywood novelties, with other wood products, is Albert R. Smith of Bridgton, Maine. Some fifteen years ago the doctors told Smith he was in serious trouble. Having given up his insurance business, he wanted to keep busy. His landlord let him put a small shed on the house in which he lived, and with his son he began turning out signs. His designs are many, but among his most popular products are his fish plaques for individual fishermen and clubs. They are saw-tooth-edged and painted with new and old "gags," such as "Even a fish wouldn't get into trouble if he kept his mouth shut." They are popular at sportsmen's shows and sell in large quantities at \$1.00 to \$1.50 each, which permits a good profit for Smith—a business of around \$100,000 annually.

Among other popular plywood products that would require a large directory to list in detail are jigsaw puzzles, picture puzzles, name brooches, toys, picture frames, dolls, doll furniture, cigarette and jewel boxes, historic scenes, comic plaques, and scores of other items, designs for which are available in many books and craft magazines and at hobby supply shops.

The introduction of numerous, highly adaptable power tools for home shops has made it possible for home craftsmen to speed up production and turn out products of truly professional caliber. These tools can be used safely by reasonably cautious craftsmen. Even the blind can use them, as revealed in a report in the *New York Times* on Roy Greenway of Paterson, New Jersey. Mr. Greenway, totally blinded in an accident, was not content to be idle. Although he was nervous at first in using power tools, he now operates a power-driven disk sander, jig saw, and drill press. He uses the regulation safe-

guards, and turns out made-to-order kitchen cabinets, wooden garbage receptacles, garden benches, and other items including wooden Christmas toys.

HELPFUL BOOKS AND PAMPHLETS FOR HOME WORKSHOPS

The Art of Wood Turning, by William W. Klenke. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Wood Finishing and Painting Made Easy, by Ralph G. Waring. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Western Pine Handicraft Plan Instruction Sheets. Free. Western Pine Assn., Yeon Bldg., Portland 4, Oreg.

Easi-Build Patterns. Get List. Meredith Publishing Co., 1716 Locust St., Des Moines 3, I.

Woodworking. Little Library of Useful Information. Get list. Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.

Fifty Popular Woodworking Projects, by Joseph J. Lukowitz. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Earning Extra Money in Your Workshop: a Home Craftsman's Manual on Profitable Methods and Market-tested Projects, by Arthur Wakeling. Home Craftsman Publishing Corp., 115 Worth St., New York 13, N.Y.

Small Creations for Your Tools, by Hazel Showalter. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Woodworking Projects and Upholstery, by W. T. Baxter & Paul G. Lackey. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.

Machine Woodworking, by Herman Hjorth. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Woodworking Equipment. Little Library of Useful Information. Get list. Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.

Everybody's Home Workshop Cyclopedia, editors of Popular Science. Grosset & Dunlap, Inc., 1107 Broadway, New York 11, N.Y.

How to Restore Antiques, by Raymond F. Yates. Harper & Bros., 49 East 33rd St., New York 16, N.Y.

Care and Repair of Antiques, by Thomas H. Ormsbee. The McBride Co., Inc., 200 East 37th St., New York 16, N.Y.

CHAPTER TWELVE

Whittling and Carving for Fun and Profit

THERE IS a vast army of wood whittlers and carvers who have developed their craft to the point where they have established constant markets for their wares, and frequently they become noted for their artistic products. The craft can be self-taught through the use of kits available at low cost in model supply and hardware stores, or learned in numerous small shops and instructions courses in many neighborhoods.

Those who whittle or carve wood as a hobby can be located through local supply stores, gift shops, schools, and libraries. The craft is excellent as a part-time as well as full-time occupation, so that the individual can easily control the amount of time devoted to his chosen field. Some of the more industrious whittlers and carvers make very satisfactory livings from their craft, and as a by-product have found themselves members of interesting groups where mutual interests have developed fast friendships.

Sometimes such groups spread until the craft becomes outstandingly important to the community. Weld, Maine, is such a community. Located in the white birch belt in Maine where plants turn out millions of spools for thread, this little town on Webb Pond has become a center of whittlers and carvers. Development of the craft in Weld is credited to S. W. Hilton, who saw beauty and possibilities in birch beyond mere spools. With knife and chisel he worked out designs for entrancing little wooden figures created from the white birch. The figures included ducks, rabbits, and chickens wearing cute little Easter bonnets, wooden angels for the Christmas season, and other figures for specific seasons. The carvings are hand painted and so readily marketable that even though almost the entire population of the town has been drawn into production, the orders constantly outrun the supply of figures made by the Woodworkers of Weld.

Lincoln County, Maine, is another area where many whittlers and carvers have taught themselves and others how to turn the white pine and white oak of the area into a multitude of small objects for table and shelf and mantel. In this locality, where once the carvers fashioned figureheads for sailing vessels, they now produce miniature scenes and figures, great eagles and small birds, oxen and small ship models. And the profits run high for these home-shop products, ranging from the rougher items of the beginners to choice collectors' items.

Maurice Day, in his shop at Damariscotta, Maine, carves miniature Maine seacoast settings out of pine driftwood. Mrs. Dorothy Washington, of Edgecomb, Maine, carves perky little hand-painted birds mounted on bits of driftwood. In her first five years of whittling she sold more than 4000 sets of her birds. Her story is an inspiration for others. She needed a job. She saw some badly whittled balsa-wood birds in a gift shop and figured that if such things could sell, she could do as well. Her first rough works were sold for a profit, and since then a few stores have sold her entire output except for the sets that are ordered by mail by folk who have seen her products. Such stories of woodworkers abound in Maine, and the craft is extremely important to many part-time and full-time whittlers.

Whittling and carving is not restricted to Maine, however. It is a craft that produces homemade profits from one end of the country to the other. For example, Brasstown, North Carolina, is another whittling town. There individuals and groups produce wooden figures of ducks and mules, rabbits and dogs, birds and "human" characters. Individuals, according to the time devoted to the products and their skill, make pin money, and often many hundreds of dollars annually.

Gift shops and roadside stands provide ready markets for souvenir items of various areas. Frequently groups of birds, animals, or characters sell fastest. According to your region, which may have special appeal, or your inclinations and originality, you can explore many avenues for ideas for your own sets or individual figures. You can consider historic individuals, historic scenes, miniature period furniture, and furniture sets in model rooms; the vast array of story-book items, such as Mother Goose, the Seven Dwarfs, Red Riding Hood, William Tell, Robin Hood, Robinson Crusoe, the Pilgrims, Dickens' characters, Treasure Island; all of the birds and animals; Biblical characters and scenes; Nativity sets, and many others that

may be prompted by your own background of reading or special interests.

Unusual circumstances may prompt your selection of whittling and carving specialties, as was the case with Ila Fifield of East Calais, Vermont, who was stricken with infantile paralysis while a child of eight. With waiting time forced upon her until she might overcome in part the disaster that had struck she taught herself how to whittle. She concentrated mainly on the characters identified and described in *Alice in Wonderland*, and for more than twenty years has derived a living from her whittling.

Almost anyone can learn how to whittle salable products. The only basic equipment required is a *good* three-bladed jackknife. Cheap ones have poor steel that won't hold a sharp cutting edge. The big blade is used for rough preliminary cutting and the smaller two blades for more delicate work. You can buy or study finished products in gift and art stores, or you can buy rough-cut figures that you finish with your own individual skill. Whittling projects are restricted to articles that can be whittled with the knife. Wood carving involves a half dozen basic tools and graduates into scores of tools which are available for almost any conceivable kind of woodcutting. However, only a few tools are needed by the beginner. The wood carver and whittler too can develop according to study and skill to become an outstanding creative artist.

Chip carving is one of the easiest first steps for the beginner who wants to become a wood carver and profit from the hobby early in his career. The basic tools of the chip carver are the skew chisel and the skew knife. Chip carvers work on geometrical designs drawn on the wood to attain beautifully decorative products, such as flowers, initials to personalize an item, formal geometric, interlaced designs. Each part of the design traced on the wood is chipped out with the tools. Fine effects are secured for a great variety of items, such as jewel and stationery boxes, picture frames, plaques, book ends, letter openers, and breadboards.

The beginner can start with the simpler figures and items, most of which are readily salable, and then develop into more intricate creations that draw fancy prices and oftentimes establish a business. That is what happened to Major Allison J. Seymore of Valley City, North Dakota. There is much of waiting after preparation in the military service. Utilizing some of his waiting time while overseas in World War II, Major Seymore carved pipes of his own design, and

his fellow warriors began urging him to make pipes for them. Pipe smokers like to have "originals"—pipes made just for them. When the war ended Major Seymore had nearly two hundred orders and made plans to increase production. His original pipes have been sold in virtually every state.

It is difficult to draw any sharp line of distinction between whittling and wood carving, except that the whittler uses the knife and carvers use a variety of tools, including the veiner, gouges, chisels, and other tools. But frequently both whittling and carving are involved in these hobby crafts, particularly where figures are involved.

There is one "school" of such craftsmen who concentrate on decoys for both hunter and collector. One of these is Rudy LeCompte of Baytown, Texas, who has reported getting fun and a large measure of profit from the duck decoys he carves from cypress driftwood and sells for \$50 per dozen. Another bird modeler is John L. Lacey, who was an insurance actuary until he began making decoys and models of upland game birds and sold them to sporting-goods stores. He became so intensely interested in this work that he became an artist as a carver, and established his own small shop on Hudson Street in Greenwich Village, New York City.

Although the beginner can adapt other designs and figures, or create his own, once started, he will haunt the libraries and craft shops for books and magazines dealing with his craft.

HELPFUL BOOKS AND PAMPHLETS FOR CARVERS AND WHITTLERS

Wood Carving Made Easy, by J. I. Sowers. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Wood Carving and Whittling. Popular Science Publishing Co., 353 4th Ave., New York 10, N.Y.

Whittling and Wood Carving. Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.

You Can Whittle and Carve, by Amanda W. Hellum & Franklin Gottshall. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Fun With Wood, by Joseph Leeming. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.

Chip Carving, by Harris W. Moore. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

The Art of Whittling, by Walter I. Faurot. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Ben Hunt's Whittling Book, by W. Ben Hunt. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Design and Figure Carving, by E. J. Tangerman. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

CHAPTER THIRTEEN

You Can Prosper with Toys and Play Equipment

THERE IS an enormous and hungry market for toys and play equipment for the ever-playful, ever-destructive, ever-outgrowing small fry throughout the land. Study your own and your neighbor's children and their activities; observe the wide range of toys and equipment provided for them by doting parents; lay plans for your own products. The fact that there is a multitude of items need not dismay you, for the huge volume and changing variety of the business of supplying the youngsters with amusement is your assurance of a constant market always ready for the old reliable products and eager for the new items you may introduce.

You can get plans by the hundreds, and technical advice when needed, from project books and the popular science magazines and elsewhere. And if you have original ideas, you may make a fortune—although that would be the exception. One of many who have made fortunes in this field is Vernon Eisel, who invented a Cradle Gym for one of his twins who had damaged neck muscles. Mr. Eisel put a chain through a rubber tube and attached brightly colored handles and bells. He fastened it across the crib. The child stretched for the dangling items, and in less than two months had exercised the neck muscles and made marked progress toward recovery. The father sold the device to Childhood Interests, Inc., toy manufacturers, and is reported to have received more than \$100,000 in royalties. His oft-told story is spectacular, but by no means an isolated instance of home-shop profits prompted by children's needs and desires.

Instead of planning to make a fortune suddenly you may be well

advised simply to select a project for which you believe there is a local market, and lay your plans for products you can produce in your own shop in your spare time for a sound supplement to your income. If you prefer to work with metal or plastics, that may be the field for you. If you are a wood craftsman, there are many opportunities. Consider the materials and the type of work you prefer and study the toy- and play-equipment markets carefully; they offer one of the best chances for money-making in your home shop.

Your project may be as simple as devising masks or puzzles or tricks and games and game boards. It may be more intricate, and involve magnets, electrical devices, and other scientific toys. Perhaps your choice will lie with mechanical-movement toys, educational toys, or models and miniatures. You may make toys that produce loud noises or play tunes, toys for the beach or yard or garden; or puppets for entertainment. Whatever you do, don't overlook the childhood desire to take things apart and put them together—there will never be an end to the market for such toys.

You may consider developing a family shop project. M. L. Hill was in Chicago working for the government as an accountant a few years ago when inflation began to shrink the buying power of his salary. He and his wife decided that they should try to develop a home shop product or line of products that would supplement and perhaps supplant the government salary.

For the first year of the enterprise Hill worked daily at the office and almost every night in his makeshift home workshop, making outdoor gyms. He had no power equipment, and few low-cost tools, and even had to secure his materials on credit, paying for the materials as sales were made. Gradually his sales increased, and after a year of part-time work he gave up his job to devote full time to building swings, slides, merry-go-rounds, gliders, sandboxes, and seesaws.

Then the Hills took a big step. They acquired more tools and additional equipment, setting it up near an outdoor display of the products which attracted the curious and the customers. It was not all a bed of roses, and at one time they were down to their last dollar. But they had faith in their products and their abilities, and Mrs. Hill concentrated on sales while her husband was busy in his shop.

Later they moved to Texas, where expenses would be lower, and they had to start their business all over again. They did this so

successfully that in ten years they had so much business they required fifteen helpers to turn out their products, with a score or more pieces of power equipment such as saws and sanders, drill presses and paint sprayers. They developed a nationwide market for their sturdy, safe equipment, and revel in the results of their part-time home-workshop venture.

Designers and makers of toys should pay strict attention to the various age classifications and shifting interests of children. The Toy Guidance Council, Inc., in New York, where educators pool their erudition with that of toy manufacturers, has pointed out that the trend is more and more toward realistic toys. These toys let youngsters imitate the activities of mother, father, dentist, doctor, etc., with kits and toys that permit imitation in great detail—but safely. For more than fifteen years this council annually sifts through nearly 1000 playthings to select the safest and most durable with popular play appeal. Their selections are published in *The Toy Yearbook*, which is sent each year to four million children and parents from Council headquarters at 1124 Broadway, New York City.

HELPFUL BOOKS AND PAMPHLETS FOR TOY AND PLAY EQUIPMENT MAKERS

- Toys, Plans, and Blueprints. Get list. Home Craftsman Publishing Corp., 115 Worth St., New York 13, N.Y.
- Make It and Ride It*, by C. J. Maginley. Harcourt, Brace & Co., Inc., 383 Madison Ave., New York 17, N.Y.
- Make It for the Children*, by Page Kirk. Association for Childhood Education, 1200 15th St., Washington 5, D.C.
- Toy Making: 200 Projects for Fun and Profit*, by S. Palestrant. Home-crafts, 799 Broadway, New York 3, N.Y.
- Western Pine Handicraft Plans Instruction Sheets. Free. Western Pine Association, Yeon Bldg., Portland 4, Oreg.
- What to Make for Children*. Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.
- Doll's Furniture*, by William Klenke. McKnight & McKnight, 109 West Market St., Bloomington, Ill.
- Toys You Can Make from Wood*, by Lawry Turpin. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- Wooden Toy Making*, by Winifred Horton. Charles A. Bennett Co., Inc., 234 North Monroe St., Peoria, Ill.
- Dressed Soft Toys*, by Edith Moody. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria, Ill.

Marketing Toys and Allied Products. Toys and Novelties Magazine, 200 5th Ave., New York, N.Y.

Merchandising Facts to Help You Sell Toys. Pamphlet. Edited by Research Bureau for Retail Training, University of Pittsburgh, Pittsburgh, Pa.

CHAPTER FOURTEEN

Dollmaking for an Income

INVESTIGATION REVEALS that dollmaking is one of the steadiest and surest methods of making money at home in any part of the country. Ever since there have been darling children there has been a demand for darling dolls. The demand continues and increases. Although factories turn out dolls by the millions, they can never deprive men or women working at home from profiting from their handmade products.

Plain little rag dolls selling for a dollar and up, and flossy little character dolls, elaborately gowned collectors' items, selling for a hundred dollars, have a universal appeal. The field is open to any woman who wants to teach herself at home; and, oddly enough, this particular craft seems to be largely limited to women practitioners. Although thousands of women profit from their dollmaking at home, there are extremely few men who offer competition.

Any competition seems to melt at the appearance of new dolls, which are in constant demand. Home craftsmen turn out individual items, or make dolls by the dozen or the gross or the thousands, depending on whether they take the hobby or pin-money approach or set out to establish a small business.

Such a small business can become amazingly large if your dolls have originality and an appeal of their own. Mary Galt and Anne Walton got scraps of chenille from a bedspread factory in their Georgia town. They devised some original rag dolls and sold a dozen at Miami Beach. Taking their doll money, they went to New York with samples and secured orders for thirty dozen. They were bent on establishing more than pin-money income.

With virtually no capital but their resourcefulness they experimented with a variety of rag dolls, finally concentrating on the most popular of the types they had devised. Their dolls became so popular they were able to build and pay for their factory. Now the Mary Anne Novelty Company produces character dolls—dolls representing various characters in folklore and fiction—and elephants, lambs, ducks, and rabbits. They varied their designs from year to year to lend originality and draw repeat sales, and, as is so often the case with resourceful women, were no longer in a home business.

Getting a start in dollmaking is rather simple. You may already have a head start if you have fashioned a sock or rag doll for a child of your own or some little neighbor. Even if you never made a doll from a clothespin and a bit of silk or cotton, you can get into the business by simply studying the dolls on the counters, perhaps recalling the dolls you liked best as a child, and then devising your own creation.

Should you prefer to work from step-by-step directions and patterns, such as those developed by Edith F. Ackley, for years a dollmaker of distinction, you can secure detailed guidance in cloth and cotton dollmaking from her book, *Dolls To Make for Fun and Profit*.

If you have ideas for your own designs you may emulate May Le San (Mrs. R. O. Bilse), whose yarn figures have been displayed at America House gallery, 32 East 52nd St., New York, and in swank Fifth Avenue shops. She used wire and yarn to fashion a cocky little image of Popeye. Aviators hung the little yarn Popeye in their cockpits as war mascots, and they became popular elsewhere. The Le San figures had a strange beginning. She saw a newsboy taking baling wire from a pile of papers and thought there should be another use for the wire. She twisted some into a rough skeleton, wrapped it in cotton, crepe paper, and kapok, and wove yarn for a covering on her little four-inch loom. After the war she abandoned Popeye and made little yarn gnomes, dragons, tigers, and a variety of grotesque figures that have been popular.

Another woman who has made figure-making an art is Mrs. Marietta Larsen of New York, who makes miniatures of dogs modeled from photos of the pets. She developed this into a mail-order business.

Dolls are made from an almost endless variety of materials: rags, wire, socks, wood, papier-mâché, gold and silver laminated paper, Latex, cardboard, oilcloth, wire armatures, clay, plastics, foam rub-

ber, balloons, leatherette, denim, silks, satins, shells, beads, china, clothespins, pipe cleaners, paper, gnarled tree branches. One woman even uses dried wishbones to represent the bowed legs of cowboys. It remained, however, for Mrs. Marietta Bate of Branson, Missouri, to use fruit.

The fruit bin needed cleaning. Mrs. Bate had been putting it off for days and finally she got to it. The bottom was messy indeed with dried, old fruit, and Mrs. Bate shook her head in anger at herself. She was about to dump a handful into the garbage can when her eye caught one apple.

It was an apple all right, but unlike any she had ever seen. It looked exactly like the face of a wizened old man! The thing had been in the fruit bin since goodness knows when and the skin had become dried and puckered into an amazing resemblance. She sat down, juggling the apple in her hand, and slowly the idea came to her.

She was going to make dolls out of dried apples. It took nearly six months to develop a method. First step is the selection of the roundest, firmest apples she could find. Next, she lets them stay for six to eight weeks, pinching the skin each day, smoothing, puckering, until the face emerges. Third step is the creation of bodies—made from wood and wire—and fourth is the clothing, hill-country style. She calls her dolls Apple Jacks and Apple Sues, and now has a thriving business by mail. Her dolls have also gone to customers in Canada and Europe.

All work is done at home. Business is fine, and all because Mrs. Bate neglected to clean out her fruit bin on time.

Variety is the spice of business life in the making of dolls, and, again, only limits of imagination restrict the devising of dolls that walk, talk, cry, growl, bark, wink, blink, sleep, eat and drink, and wear diapers and jump out of boxes. Then there are the pets that go with the dolls and furniture and house; there are also doctor, nurse, and dentist sets.

The doll types include storybook, Biblical, and historical figures, lapel miniatures, giant size, all the animals in the zoo, beanbag, and nursing and wetting dollies. There are dolls that by means of photo transfers resemble their owners, dolls that wear a little girl's own curls, doll miniatures of stage, screen, television, and comic strip characters, dolls painted to resemble closely real mammas and daddies.

There are dolls with dress materials that match that of their little owners, and that involves the entire range of the wardrobe for some of the better-dressed set of doll-dom—hats, shoes, gloves, play suits, overalls, swim suits, evening dresses, diapers, coats of fur, silk or satin, wedding dresses. And that will remind you of Mrs. Corinne Friedman of the Bronx, New York, who made a Hungarian bridal-costume doll for a displaced niece she had brought to her home. This led to her creation of doll brides of all nations, properly costumed. That forced her to hire assistants, and her hobby became a small business.

Dolls have a way of establishing home businesses. Buy a new doll or stuffed animal for a child and in no time at all it's dirty and grimy. Not to say unsanitary, especially when children hug them, kiss them, and even sleep with them. What to do about that? At least two women who knew the answer are Mrs. Grace Clark, a Chicago grandmother, and Mrs. John A. Gann, Jr., of Midland, Michigan.

Mrs. Clark applied the slip-cover idea to the requirements of toys. She makes muslin-stuffed animal dolls and turkish-towel "skins" that zip on.

Mrs. Gann went to work in her home and created a little stuffed bear. So far, no different than countless other toys of the same kind. But *this* stuffed bear came equipped with a removable cover. Just zip the zipper and off comes the bear's "hide," which can be laundered every time it gets dirty!

Mrs. Gann did not stop at bears. She created an entire line of stuffed animals at home, all with the same removable washable-hide feature. Business grew to such a point that Mrs. Gann distributed the cutting and sewing jobs to a number of neighbors, who did the work in their own homes. Mrs. Gann did the stuffing herself. She calls the animals Tidy Toys, and her business the Tidy Toy Company.

How does she sell them? First, as with many home businesses, to friends and acquaintances, and *their* friends. Then she goes to shops that carry specialty merchandise for children. One look and the owners take a shipment. Mrs. Gann has learned an important fact—when to approach the stores. Her Tidies are excellent Christmas items, she knows, but what's the best time to hit the shops for Christmas sales? She learned that shops in the Southwestern part of the country buy in July, when the large buyers' shows are held

in Dallas, Texas. But this isn't so in the Eastern and Central part of the country—there the stores depend on the New York market and buy in February and March. Knowing this is vital, because no matter how excellent the product, buyers won't buy after the Christmas stock has been purchased up to the hilt of the budgets.

HELPFUL BOOKS FOR DOLLMAKERS

- How to Make Dolls and Doll Houses*, by Tina Lee. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- The Complete Book of Doll Making and Collecting*, by Catherine Christopher. Greystone Press, 100 6th Ave., New York 13, N.Y.
- How to Make Your Own Dolls for Pleasure and Profit*, by Grace L. Schauffer. American Crayon Co., 200 5th Ave., New York 11, N.Y.
- On Making, Mending and Dressing Dolls*, by Clara E. Fawcett. Lindquist Publications, 2 West 46th St., New York 36, N.Y.
- Paper Dolls*, by Edith F. Ackley. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.
- Doll's Furniture*, by William Klenke. McKnight & McKnight, 109-111 West Market St., Bloomington, Ill.
- Dolls To Make for Fun and Profit*, by Edith F. Ackley. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.

CHAPTER FIFTEEN

Needle, Thread, and Yarn Profits for the Skillful

A MULTITUDE of American women have professional skill with needles and threads and yarns that will enable them to make pin money at home or develop products that place them in the small-business class. Nevertheless comparatively few of these women actually do use their sewing skill and sales ability to profit in this way.

Failure to augment the family income with needlework may be due to the overwhelming supply of mass-produced articles that flood the markets. Obviously few women plying the needle at home can compete with mass producers of simple articles. The opportu-

nity for home sewers lies in production of handmade articles in the luxury field, where individuality merits a luxury price.

One young woman who set out to secure fancy prices for her fine needlework is Anna Edwards Moszczynski, who fled from Poland with her husband after the war, coming to New York. While her husband studied medicine she plied her needle. She embroidered beautifully decorated cigarette cases, pincushions, velvet compacts, and other small articles that finally attracted attention of small-shop operators. Her market increased, her output increased, and finally she had to employ others to help her and still others to contact and develop additional markets. She has had to work hard and use her imagination, and while she hasn't purchased Long Island she has developed a steady-going small business.

Indicative of the field for needleworkers is the following list, which may open the door to home profits for you:

Accessories	Handkerchiefs
Alterations	Hats
Appliqué	Holders
Aprons	Knitting
Art needlework	Laces
Bags	Layettes
Beading	Lingerie
Blouses	Masquerade costumes
Bookmarks	Millinery
Cases	Mittens
Children's wear	Monogramming
Cigarette cases	Napkins
Cloths	Novelties
Compacts	Personalizing
Costumes	Petit point
Custom orders	Pillowcases
Designs	Pincushions
Doilies	Purses
Dolls	Remodeling
Dresses	Quilts
Embroidery	Sachets
Felt novelties	Samplers
Gloves	Scarves
Handbags	Services

Sewing bags	Table covers
Slippers	Tea sets
Smocks	Towels
Spreads	Toys

According to your individual talents and desires, you may be fortunate enough to develop a sewing specialty of your own, as did Mrs. Albert Bailey of Orzona, Texas. Mr. and Mrs. Bailey were operating a sheep ranch and wanted to increase their flocks. The resourceful Mrs. Bailey had made a pair of scuffs from quilting material as an accommodation for a neighbor. Others saw the quilted scuffs, open-toed and artistically embellished with artificial flowers, and ordered more of the same kind. Her daughter showed samples to a Dallas store buyer and came home with an order for two hundred pairs. The size of the ranch increased, but the scuff business increased more rapidly and mounted to a \$75,000 annual gross.

HATS, HOME MADE FOR FIFTY CENTS AND UP, WEARABLE, SALABLE

Home needleworkers are perfectly capable of turning out beautiful, salable hats at a cost of less than one dollar. In case you think that is an optimistic statement, why is it that the millinery manufacturers of the country became so excited and apoplectic when *Good Housekeeping* magazine published a feature telling how to make hats for fifty cents—and featuring designs by the famous names such as Lilly Daché, John Frederics, Laddie Northridge, Beatrice Martin, and Sally Victor?

Millinery Research, trade paper for the industry, carried a front-page editorial of protest. "Have They Gone 'Nuts' Uptown?" the editorial was entitled, and it went on, "You couldn't begin to add up the subconscious damage such a section can bring about to millinery manufacture and selling. The cost of making each hat was shown and in some instances they ranged down to . . . 50 cents. What woman in her right mind will pay normal prices for millinery when top designers give her slants on a draped hat for 50 cents . . . ?"

If the big manufacturers are fearful of home hatmaking, it is clear indication of their confidence that American needlewomen can

produce highly salable hats that will sell for less than the big operators charge. And that, ladies and gentlemen, should encourage you to consider the possibilities of a millinery department in your own home.

Sally Victor, one of the famed hat designers mentioned above, got her start with a needle in her own home. She was born in Scranton, Pennsylvania, one of nine children in the family, and learned how to sew and to make doll dresses and make her own hats. She twisted buckram into a shape she liked, and before long was the unofficial, unpaid milliner in her own neighborhood. She took a night course in dressmaking, but preferred millinery, and followed her preference to the point where she became famous.

Never underestimate the resourcefulness of women when it comes to millinery (or anything else for that matter). One day while fishing, Mrs. Maye J. Day of St. Petersburg, Florida, age 67 and a widow, noticed other fisherwomen wearing plain straw hats, and visualized a more colorful headgear. She bought some plain straws, added color and ribbon and a few twists and turns that still permitted protection from the sun, but added beauty and style. She wore samples. Women ordered her hats, and before long she had neighbors assisting her in supplying the demand. Another of the resourceful is Mrs. Hazel Laird of Pawnee, Oklahoma. Her husband runs a gobbler farm, and she used turkey feathers to decorate hats that found a ready market.

SEWING AND STYLING OF GARMENTS FOR MONEY

Home sewing and styling of garments, costumes, and accessories has become a major industry. The competent seamstress has little difficulty in making money at home in almost all communities, and the demand for home sewing is clearly increasing rapidly. The demand for patterns in recent years has more than doubled, to around 1,250,000 annually, and the National Cotton Council has reported sales of around 700,000,000 yards of cotton goods alone in one year.

The revival of home sewing for a family's own garments and for sale is not restricted to parents and grandparents. Miss Lucille Rivers, in a single year, enrolled more than one million women in home sewing classes throughout the country on behalf of *McCall's*

Pattern Book and at the behest of the government. She reports that 35 per cent of the women who sew at home are from 26 to 35 years of age; 21 per cent under 25; and only 17 per cent more than 46 years old.

Miss Rivers, stylist for pattern companies and department stores, says that some years ago "the whole trouble was that most of the women were using methods handed down to them by their mothers and grandmothers. Making one's own clothes took too long for our speeded-up society. When I showed them how they could sew a dress in one day instead of a week, home sewing enjoyed a revival."

The competent home dressmaker who wants to make a side income—or a full-time income—can rather rapidly get the money coming in simply by advising friends and neighbors of the products she is willing to make and showing a few samples of her finished work. Many women have established a small home business by this simple expedient; others use the telephone; or insert small classified advertisements in newspapers; others place their products in gift shops or local specialty shops, and women's exchanges.

One of the good points about home dressmaking is the fact that so many women already have virtually all of the equipment needed, so that the only investment necessary is to secure dress goods on special order, or plan an output large enough to permit purchase of bolts of cloth at wholesale. In broadening out the home business the investment can be increased, but not exorbitantly, to permit an immediate supply of various accessories that can be sold at a profit.

While profits are waiting for the taking by the woman who wants to be a home dressmaker along routine lines, the greater profits come to those who develop a specialty to serve the off-sized folk who can't slip into almost any standard-sized costume that comes off a shop rack. They sew for the hard-to-fit, the short body with long legs, and the reverse, the shorties and the skyscrapers, and those requiring special costumes at special periods. And in the process of meeting such special requirements some resourceful women develop their own designs that are eminently salable to the pattern companies.

Many are familiar with the story of Peg Newton, formerly of Lebanon, Missouri, who saw a special need and took steps to supply that need. Miss Newton was tall and had difficulty in finding becoming clothes. She was a court stenographer, and much of her good salary went to supply her wardrobe properly. She reasoned

that others as tall and taller than she had the same difficulties she had, quit her job to develop dresses that made tall women look shorter and appear to their best advantage. This move resulted in development of many special designs for skyscrapers, and the establishment of her shop on an extremely successful basis. Others in various communities followed her lead and provided special dress-making services for the tall.

Other resourceful women have specialized on other shapes and requirements. Two leaders among the many who have concentrated on maternity garments are Mrs. Lena Himmelstein Bryant and Miss Elsie Frankfort.

Mrs. Bryant had done some sewing for a young woman who came to her one day and said, "I'm going to have a baby, Mrs. Bryant. You make all kinds of things. Can't you make me something that will be both pretty and practical and in which I can entertain at home?"

Now that was back in 1904, at a time when a pregnant woman felt she must hide in confinement. Mrs. Bryant met her challenge with an attractive and concealing tea dress and an accordion-pleated skirt attached to a bodice with an elastic band. She was under way with a line of dresses that became a \$50,000,000 business, despite the fact that only about one customer in twenty is expectant.

Elsie Frankfort of Dallas, Texas, is another who has catered to the special needs of prospective mothers. Her sister was having difficulty in locating suitable clothes for the period, so Elsie Frankfort with her two sisters began designing and producing satisfactory costumes, and their line soon brought profits. In ten years they had a million-dollar annual business.

Although shops may carry such established lines, there is always room for the neighborhood home dressmaker to turn her skill to custom designing and sewing for friends and neighbors.

Sometimes smaller communities do not have the shops to meet the special requirements of the womenfolk who love attractive costumes for themselves and their children. The dressmaker in such a community has customers ready, willing, and waiting for her services.

Many small town folk are as style-conscious as the Park Avenue ladies—sometimes more so. Mrs. Grace Wilson Van Brunt had difficulty locating the clothes she wanted for a tiny daughter, and as a result she now employs about one third of the 1000 population of Belton, Mo., helping her do a million-dollar business.

Not finding what she wanted, Mrs. Van Brunt designed a "crawler" for her baby that gave the child more room, and in other ways was more suitable than available rompers and creepers. Taking her little daughter and some of her home-designed clothes, Mrs. Van Brunt called on a buyer in a Kansas City store. Margaret contentedly modeled the crawler, and dozens of orders piled in from various cities. The orders heaped up and the entire community of Belton became interested. Prominent citizens raised money for equipment and the city hall was turned into a factory.

You may not want to turn your own town upside down with your home sewing project, and can rest content with pin money or a more sizable income. But if you keep on the alert for something with a "different" appeal, you may find yourself acquiring a greater income than you anticipated.

Your own community or your own interests may prompt your selection of a specialty. Like so many women, Leslie Alderman of Milford, Connecticut, had creative yearnings. She had no desire to ply a needle, but she was interested in sewing products. She loved the sea, and had ideas of her own regarding seagoing togs. She designed a line of clothes she calls "Shipshapers"—halteres, skirts, shorts, etc. She collects royalties from her designs. Another woman who drew on her area for ideas is Marge Riley, who spent years in the wide-open spaces of Wyoming and South Dakota. When she was a schoolgirl, an Indian had taught her to lace with thongs, and she had made Western-style clothes for herself and her friends. As the population of dude ranches grew she saw a place for Western fashions, and developed designs for costumes that won the attention and patronage of Gene Autry, Roy Rogers, and others. It took time and work and resourcefulness, but the result was that the demand for Marge Riley's products grew and grew. One shop overflowed and a second shop was required, despite the fancy prices attaching to handmade special costumes.

KNITTING AND CROCHETING FOR FUN AND PROFIT

Women, young and old, in all sections of the country, have the opportunity to turn their skill with knitting needles and crochet hooks into home incomes. There are literally hundreds of projects

available in books and pattern pamphlets, ranging from booties and sweaters for babies to expensive dresses for milady.

Woman's exchanges, local dress and specialty shops, and department stores are logical markets for knitted and crocheted products that are popular in a particular area. The hook or needle wielder will find that materials may cost no more than 10 per cent of the value, time and skill and commissions and profits coming from the balance of the sales dollar. The best general market is for beautifully made small articles that sell for only a few dollars, but some specialists aim at much higher stakes.

Diana Nadell was recovering from an illness when she recalled her abandoned hobby of knitting. She decided to resume that activity, but not with the customary argyles and sweaters and scarves. Diana Nadell produced elaborately made evening gowns with dazzling metallic threads running through. One such gown was purchased by the wife of a motion picture producer in Hollywood. The gown made other women envious, and orders mounted until Diane Hand Knits became famous. The demand was so great that she had to train others to help produce the garments, and this proved a home money-making bonanza for dozens of handicapped women. The dresses range in price from \$275 to \$1000 for elaborate productions fashioned from imported yarns.

On a smaller scale, when in her eighties, Mrs. Casey Jones, of Tennessee, widow of the engineer of ballad fame, made much of her income by crocheting souvenir doilies.

In various communities there are women ready to turn their knitting and crocheting hobbies to profit, and others with the flair for organizing, styling, and selling. They might well consider combining talents to establish small home businesses.

FELT-CRAFT ARTICLES ARE READILY SALABLE

Many home needleworkers have found that felt craft is one of the easiest and most profitable activities. They secure low-priced kits from supply houses as a starter, get scraps from milliners and mills in some areas, from department stores almost anywhere, and fashion attractive articles that find a ready market in local shops and among neighbors and friends.

Salable felt articles include: handbags, toy animals, lapel decorations, table mats, hot-dish pads, holders, little boots or big stockings

for the mantel at Christmas (and often these can be filled with minor gifts and priced up accordingly), felt letters for costumes, sweaters, and the like, and scuffs and slippers.

The New York craft outlet, America House, has for years marketed slippers, beautifully designed and made personally or under direction of Mrs. Maginel Wright Barney, who has made a business of felt products. There are others in various localities who operate on a lesser scale.

While still in high school, Sharon Koehnke of Glen Ellyn, Illinois, a champion at table tennis, tennis, swimming, and speed skating, decided to make wool felt handbags at home. She designed a number of attractive bags that she makes in her spare time, and has sold them throughout the United States, Canada, and some foreign countries. She gives each bag an individual touch. Her initialed handbags are particularly popular.

QUILTING AND TUFTING FOR HOME INCOME

Old-fashioned quilting and tufting is enjoying renewed popularity, and consequently is a source of income for home needleworkers. Although quilt covers or the entire quilt in plain, appliqué, or patchwork are the mainstay of quilting craftsmen, there are needleworkers who use the quilting processes to profit from short-time projects such as bibs, quilted oilcloth toys and animals, holders and mats. Others apply the quilting and tufting process to linen, curtains, cushions and purses.

The beginner in quilting may order ready-cut quilting blocks from craft houses and through service magazines, thus speeding up the process of producing a finished product. The experienced workers, however, prefer to use uncut pieces, making their own designs or using available patterns.

Although a good deal of time goes into quilting, it is a type of work that can be picked up and put down without difficulty, and thus turns many otherwise wasted hours into profitable activity. Go shopping and you will probably find that locally you may pay from \$15 to \$50 for well-made quilt tops, and there is a steady market.

Some women specialize in producing quilts for children from scrap pieces, frequently relieved with storybook figures traced from books or from ready-made patterns that are published in newspapers and magazines.

It is important that you gauge your time as well as the cost of good basic materials in figuring your prices on quilts. While the prices are high, the return for your labor may be low unless you are a fast and systematic worker, or enjoy the craft so much you don't require a high rate of pay for the time devoted to it.

HELPFUL BOOKS AND PAMPHLETS FOR NEEDLEWORKERS

Embroidery

The Complete Book of Embroidery and Embroidery Stitching, by Catherine Christopher. Greystone Press, 100 6th Ave., New York 13, N.Y.
Embroidery and Needlework, by Gladys W. Fry. Pitman Publishing Corp., 2 West 49th St., New York 19, N.Y.

Crocheting

Crocheting pamphlets. Get list. The Spool Cotton Co., 745 5th Ave., New York 22, N.Y.
Crocheting pamphlets. Get list. James Lees & Sons, Bridgeport, Penn.
This Is Crocheting, by Ethel Evans. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
The Complete Book of Crochet, by Elizabeth L. Mathieson. World Publishing Co., 2231 West 110 St., Cleveland 2, O.

Gloves and Mittens

You Can Make Your Own Gloves, by Edith M. Hummell. Fairchild Books, distributed by A. A. Wyn, 23 West 47th St., New York 19, N.Y.
Scandinavian Mittens, by Kajsa Lindquist. Plays, Inc., 8 Arlington St., Boston 16, Mass.

Hats

How to Design and Make Your Own Hats, by Eve Tartar. Homecrafts, 799 Broadway, New York 3, N.Y.
How to Make Hats and Accessories, by Vee W. Powell. Greystone Press, 100 6th Ave., New York 13, N.Y.
200 Ways to Trim a Hat, by Virginia A. McIntire. McIntire Co., 5225 Wilshire Blvd., Los Angeles 56, Calif.

Knitting

Knitting pamphlets. Get list. Spinnerin Yarn Co., 230 5th Ave., New York 1, N.Y.
The Big Book of Knitting, Isabelle Stevenson, editor. Greystone Press, 100 6th Ave., New York 13, N.Y.
The Complete Book of Knitting, by Elizabeth L. Mathieson. World Publishing Co., 2231 West 110th St., Cleveland 2, O.
Complete Book of Progressive Knitting, by Ida R. Duncan. Liveright Publishing Corp., 386 4th Ave., New York 16, N.Y.

Book of Knitting Patterns, by Mary H. Thomas. The Macmillan Co., 60 5th Ave., New York 11, N.Y.

The Baby Book of Knitting and Crochet, by Elizabeth L. Mathieson. World Publishing Co., 2231 West 110th St., Cleveland 2, O.

Lace

Filet Crochet Lace, by Margaret Techy. Harper & Bros., 49 East 33rd St., New York 16, N.Y.

Bobbins Lace, by Elsie H. Gubser. Mrs. N. J. Gubser, 647 North Denver St., Tulsa 6, Okla.

Quilting and Tufting

The Standard Book of Quilt Making and Collecting, by Marguerite Ickis. Greystone Press, 100 6th Ave., New York 13, N.Y.

One Hundred One Patchwork Patterns, by Ruby S. McKim. McKim Studios, 1212 West Lexington Ave., Independence, Mo.

Old Patchwork Quilts and the Women Who Made Them, by Ruth E. Finley. Grosset & Dunlap, Inc., 1107 Broadway, New York 10, N.Y.

31 Quilt Designs. Booklet. Taylor Bedding Mfg. Co., Taylor, Tex.

Sewing

Golden Treasury of Needlecraft, Isabelle Stevenson, editor. Greystone Press, 100 6th Ave., New York 13, N.Y.

McCall's Complete Book of Dressmaking, by Marian Corey. Greystone Press, 100 6th Ave., New York 13, N.Y.

Sew It Yourself, by Madelyn Grisby. Barnes & Noble, Inc., 5th Ave., at 18th St., New York 3, N.Y.

Singer Sewing Book, by Mary B. Picken. Grosset & Dunlap, Inc., 1107 Broadway, New York 10, N.Y.

Sewing for the Baby, by Kay Hardy. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.

Sewing for the Home, by Mary B. Picken. Harper & Bros., 49 East 33rd St., New York 16, N.Y.

Home Decoration with Fabric and Thread, by Ruth W. Spears. M. Barrows & Co., 425 4th Ave., New York 3, N.Y.

Tailoring and Dressmaking Made Easy, by Simon Palestrant. Homecrafts, 799 Broadway, New York 3, N.Y.

How to Make Draperies and Slipcovers, by Ethel Brostrom and Harry Marinsky. Crown Publishers, 419 4th Ave., New York 16, N.Y.

CHAPTER SIXTEEN

Weaving, Hooking, and Braiding

HAND WEAVING and allied crafts such as hooking and braiding provide opportunities for both men and women who have patience and creative ability. These crafts offer a good market with a demand for original or personalized designs in hand-loomed fabrics and associated products.

Comparatively few should expect to make a full living with such crafts. The mass of some 300,000 home loom operators is content with making pin money or a few hundred dollars yearly, plus the gratification of their creative yearnings. Here is a word for beginners from Margaret E. Hamilton, private instructor and for several years weaving instructress of the Bradley Weavers at the Bradley Home, Meriden, Conn.: "In my opinion weaving is one of the most satisfactory crafts. The cost of equipment may seem high but the ability to make something special more than compensates for the outlay. The sales of small articles soon pay for the cost of materials used. The new weaver should not think she will make a living with her loom but it will provide many an extra dollar, so Good Luck, Beginners, have fun!"

Almost anyone, including the blind and otherwise handicapped, can learn the weaving technique and make silk and linen, even suiting twills, tweeds, herringbones, etc., at the rate of *a yard an hour* after the slower process of preparing the loom and shuttles.

The well-known writer, T. E. Murphy, in telling about the new table-model hand loom invented by Elphege Nadeau of Woonsocket, Rhode Island, reported in *The Saturday Evening Post* that "with only five minutes' instruction I undertook to weave material for a sport jacket. The yarn cost less than twelve dollars. Yet when I took my finished material to a tailor and asked him to appraise it, he said, 'I can't buy cloth like that. If I could, it would be worth at least twelve dollars a yard.'"

The Nadeau loom he used is a revolutionary model and available in only limited numbers at around \$150. There are other models available through mail-order houses and craft supply stores at from \$20 to several hundred dollars. For that matter you can rig up your own table-loom frame by nailing together four strips of wood in a rectangle, or you can use all or half of an old screen door frame for beginning operations.

You can learn the weaving processes from instruction booklets provided by loom manufacturers, from books, or better yet, from established craft centers that may be available in your community. It is pointed out in a manual issued by the *Reader's Digest* that, "the work may be done at home and sold through gift shops and department stores, or through a small shop on a well-traveled highway, or in a resort hotel. Success depends on the weaver's skill, speed, creative ability, and reputation, and how well he can develop the craft into an art.

"In a small Pennsylvania town Gallinger Crafts has developed a profitable center for the weaving craft which includes a factory for making looms and other equipment used in weaving, a school for teaching the use of looms, a highway gift shop, and a national sales organization. In one year \$9,000 worth of household linens were sold to New York department stores and some 350 shops in other parts of the country.

"Through the school, home weavers, art directors, school teachers, hobbyists and craftsmen in general learn weaving or learn to teach spinning, weaving, fabric darning, lace-making, and basketry. Gallinger Crafts has been the means of starting hundreds in the business of selling their handwoven products."

Although such a center may not be available to you, the manual points out that loom craft can be learned by correspondence, and it suggests that "a handicrafts business might be worked out by a group of disabled veterans, working together and sharing the overhead of a common shop, dividing the tasks of designing, weaving and selling."

But whether you want to aim at establishment of a small business or not, you have the experience of thousands of others that shows that you can develop a home money-making project. According to your skill and ambitions, you can select any of a number of marketable products that is merely suggested by the following list:

Afghans	Luncheon sets
Baby and crib blankets	Mats
Bedspreads	Neckties
Belts	Novelties unlimited
Cane, rush, reed, seats, and baskets	Pillowcases
Draperies	Rugs, large and small
Dress goods	Runners
Hats	Scarves
Knitting bags	Silks
Lace	Suitings
Linen guest towels	Table spreads
	Tapestries

Craft and other supply stores make available varied sizes and colors of fibers, threads, and yarns necessary for weaving materials such as cotton, wool, linen, silk, metallic threads, etc., to meet the demands of the most artistic home loom operator. Patterns and designs by the thousand are available in special books for those who do not create their own specialties.

Weaving is basically a very simple operation. Plain darning is something of a weaving process. Primitive people wove reeds, strips of skins, and yarns without frames at all. In your frame or on your loom you have a series of vertical threads called warp. With a shuttle you pass horizontal threads called woof or weft across one warp thread and under the next one, over and under, over and under. In practice, harnesses operated by hand or foot treadles lift or lower odd and even warp threads so that the shuttle can be passed straight across in one quick movement. This process on the simple two-harness loom involves one harness for all warp threads and the other harness carrying all the woof threads, with color and patterns being provided by colored threads according to the design being used. To weave a simple black and white checked mat, for instance, you might use fifteen warp threads of white, then fifteen warp threads of black, alternating across the loom. Then one shuttle would be threaded white and another black. By passing the shuttles back and forth the black and white squares would be woven. More intricate designs result according to the pattern and threading of your loom.

There is a fascination to weaving that can grip the hobbyist or home money-maker, and hand-loom work appeals to men as well as

women. It takes practice to turn out finished work, but the learning process is interesting, and reasonable skill can be developed by almost anyone who is truly interested. Ruth A. Quinan has done exceptional work with the Blindcraft Organization in San Francisco, teaching the blind braille and typewriting and weaving. She tells of a woman of eighty-four who makes exquisite hand-woven afghans which provide her with a steady income so that she does not need government help; and another blind woman of seventy-six who completed seventy-six pairs of socks and numerous afghans in one year. Mr. Murphy, who in an hour made the material for a sport jacket, tells about J. H. K. Davis of Hartford, Connecticut, a retired army officer, who turns out homespun suitings for his married sons, and Charles Sheldon of Wrentham, Massachusetts, who makes beautiful chenille rugs at the rate of a yard of cloth an hour on his Na-deau loom.

Boy Scouts and Girl Scouts, the blind and the halt, men and women of all ages, make up the army of hand-loom craftsmen already at work, and their ranks are being enlarged steadily as more people come to realize the value of this craft for part-time or full-time employment and as a hedge against boredom.

The serious weaver of rugs and coverlets that may sell for from \$40 to \$80 should not be satisfied with any loom smaller than four or six harnesses. Prices will be determined by your local markets, but as a rule of thumb many weavers figure the finished price at four times the cost of the thread.

CHAIR-SEAT BASKET WEAVING

There are men and women who prefer weaving with materials other than thread, although textile weaving is most common. These folk usually turn to chair-seat and basket weaving. The basic principles are simple and easy to learn.

The materials used include rattan or cane, rush, twisted paper, wooden splints, reeds, willow shoots, and vines. Usually the materials are imported in natural colors or dyed with native colors.

Equipment required is very simple—almost as simple as when the ancient native craft was begun. The investment is negligible. All you need is a model or book of instructions and designs, a sharp knife or razor blades with holders, sharp scissors, sandpaper, string, a bucket of water for soaking to make the materials pliable.

With those simple tools and with materials obtained from craft supply houses, the ardent seat or basket weaver can turn out amazingly appealing baskets and vases, seatings, mats, and other novelties.

HOOKED AND BRAIDED RUGS AND NOVELTIES

Teen-agers and grandmothers, men and boys, home craftsmen of all ages and in large numbers find that hooked and braided rugs that are rather easily well made have a constant market in local shops and stores. Although some of the designs for hooked or braided rugs have "gone modern," the chief appeal is in the old period motifs.

It isn't necessary for the hook and braid brigade to have great artistic talent, for there are many popular designs available for your own stenciling, or you can secure stenciled burlap to guide you in making a very salable product. If you have an artistic bent you can alter the designs or create your own, or you may be as resourceful as Grandma Hanson of Rochester, New Hampshire, who combined her hobby of genealogy with her hobby of rug hooking. She hooks genealogical rugs that picture the ancestral homes of the Hansons.

Rug hooking is basically a simple process. Generally you use a frame, square or oblong, such as can be easily hammered together at home. To the frame you fasten a base of burlap, canvas, coarse linen, or other coarse material. You can buy stenciled burlap in craft supply stores. Using a simple rug hook, you pull the pile through the burlap. The pile is customarily woolen yarn, but some rug hookers use strips of cloth. Not long ago a method of rug hooking without a frame was introduced at Wanamaker's by Mrs. Hannah Sampson, consultant and lecturer on rug making. The new method involves a canvas that is simply rested on a table or in your lap as you go to work with a hook-latch stitch.

Braided rugs can be produced with almost startling speed. There are rug braiders who can produce small braided rugs at the rate of one an hour—seven or eight or even more in one day. The basic principles are easy. You fold over strips of rags or waste ends from blanket factories and other sources, taper the ends, and sew them together. According to the material, braid three to five strands together, sew or lace the braids together with a strong carpet thread and a lacer.

Although the smaller rugs and mats can be produced rapidly,

there are home braided-rug makers who devote six weeks to three months, according to the time available, to producing nine by twelve rugs, which, when well designed with established or home-created patterns, are readily salable in shops and at roadside stands in many areas.

Small braided rugs are sold at prices ranging from \$1.00 to \$10 each, and established home rug makers find they can make a dollar or two per hour braiding rugs on order, when the customer provides the rags. The prices vary, of course, with the size of the rug.

Braided novelties include hot-dish mats, lamp and vase mats, slippers, handbags, toilet-seat covers, seat covers, and back rests.

HELPFUL BOOKS FOR WEAVERS, BRAIDERS, AND HOOKERS

Braiding and Knotting for Amateurs, by Constantine A. Belash. Charles T. Branford Co., 551 Boylston St., Boston 16, Mass.

Art of Hooked Rug Making, by Martha Batchelder. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Creating Hooked Rugs, by Vera B. Underhill and Arthur Burks. Coward-McCann Inc., 210 Madison Ave., New York 16, N.Y.

Hooked Rugs for Fun and Profit: With Original Hooked Rugs, Designs and Patterns from Famous Museum Collections, by Bettina Wilcox. Homecrafts, 799 Broadway, New York 3, N.Y.

Weaving You Can Do, by Edith L. Allen. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Hand Loom Weaving for Amateurs, by Kate Van Cleve. Charles T. Branford Co., 551 Boylston St., Boston 16, Mass.

Key to Weaving: A Textbook of Hand-Weaving Techniques and Pattern Drafts for the Beginning Weaver, by Mary E. Black. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Handweaver's Pattern Book, by Marguerite P. Davison. Author, Box 299, Swarthmore, Pa.

Hand Weaving With Reeds and Fibers, by O. Gallinger and O. H. Benson. Pitman Publishing Co., 2 West 45th St., New York 19, N.Y.

CHAPTER SEVENTEEN

Hand Painting, Decorating, and Printing for You

HAND DECORATING is an easy, fascinating, and profitable hobby. The beauty of this craft is that you don't need to have a lot of previous experience—you can start today and quickly learn how to personalize and glamorize ordinary objects to make them readily salable. Glance around you in the gift shops and you will see tables and shelves loaded with hand-decorated gifts and novelties. The hand decorating, even when not of the highest artistic quality, makes what would be twenty-five-cent articles sell for a dollar to several dollars. You don't need more than a card table, a kitchen sink, or a little basement or attic workplace to go into this home business, and the cost of supplies is very small. You don't even have to be able to work out original designs, since prepared stencils and designs are readily available.

The records abound with illustrations of men and women who have never had a knack for drawing, who were unskilled in "art" work, but who through short classes of instruction or from books and magazines and pleasant experiment quickly taught themselves how to use readily available materials.

You can paint almost anything: metal, wood, china and glass, plastics, cork, textiles, with stencils or freehand. Artists' tube oil can be used to paint almost any surface. You can secure waterproof textile paints in sets. Enamels and glazes are available and are particularly good for wood, metal, or leather decorating. There are plastic glazes that give much of the appearance of expensive enameling processes. These glazes can be painted on metal, china, or glass and the object baked in your ordinary home oven.

A list of articles that are ordinary to begin with, but the value of which is doubled or quadrupled by a few minutes or a few hours of hand painting, would be almost limitless. A partial list of articles that are made salable at a profit to the hand decorator includes jugs,

trays, tumblers with names or monograms or initials, individualized coasters, greeting cards, holiday or anniversary greetings, stools and other furniture, tin cans and wastebaskets and bottles and boxes, toys, and dishes.

PAINTING ON GLASS, CHINA, PLASTICS, AND TILE

If you know red from black or white from blue and have a reasonably steady hand and a little patience, you can buy some clear glass or china or tiles, a set of enamel, some colored and clear glaze paints, a little brush, and you are in business.

You don't have to be an artist. You don't have to be a designer. You can teach yourself how to paint and personalize china, glass, plastics, and tiles for profit in very short order, because it is no longer necessary to mix special paints and utilize expensive special ovens. No doubt you have more than once paid two to ten dollars for a dollar's worth of glassware that has been hand painted to enhance its value. Shops move such articles rapidly and at a profit to both shop operator and home craftsman.

It's as simple as this, for instance, to put colorful figures or initials on a set of plain cocktail glasses. You get the items mentioned and some draftsman's tracing paper. You trace on tracing paper the initials or the bird or the flower you want to paint. You slip your tracing inside of the glass and there you have a pattern to follow. You do the painting with one of the new glaze paints. After painting the design on the glasses you place them in an ordinary oven for an hour at 250° temperature, then open the door and let articles and oven cool off. There is your hand-painted cocktail set. It is now worth several times what it cost you.

The plastic glazes you use come in a large variety of colors. Trade names for some of them available at craft supply houses are Marco Hard Surface Paints, Dek-Al, Della Robbia Glaze, and there are others.

These glazes make it possible for an amateur to begin easily to turn out salable articles in a very short time. The extent to which you may develop this craft is limited only by your own resourcefulness.

Consider the resourcefulness of Mrs. John Hamilton of Old Greenwich, Connecticut. She was intrigued by wise and witty sayings. She snipped them from newspapers, copied them from books, stored

them away. How, you will ask, could a profitable home business stem from this? In this way:

Mrs. Hamilton went out and bought some squares of unpainted tile. At her left, she placed her file of epigrams. At her right, a brush and some paints. She flipped through the file, picked out a cute, pithy saying, and then set to work drawing some pixyish figures, illustrating it.

For example: She drew a comfortably plump woman sitting at a soda fountain, happily guzzling a sundae. The lettering around it was the late Alexander Woollcott's tart but very true statement: "Everything I like is either illegal, immoral or fattening."

And she drew a frowning gentleman lying in bed, nightcap on head and quilt pulled up to his chin. He is grumbling: "What good can come of a day that begins with getting up in the morning?" Then she created a crooked house, windows and shutters awry, roof at a crazy angle. "Houses go mad when women gab" was the comment.

Simple? Very, and the completed tiles are selling enormously well as wall decorations, pads for hot dishes, and a variety of other uses. In addition, Mrs. Hamilton letters recipes on tiles, mighty handy for the housewife.

Mrs. Hamilton does her work in her spare time, before and after housework, in her own home. And she's way out of the pin-money class.

You can paint six-inch glaze tiles purchased from hardware or other supply stores as bases for potted plants, or smaller tiles or clear glass or china for coasters, ash trays, etc. The painting of one tile shouldn't take more than an hour or two at the outside.

Your processes of tracing and painting can be used on a wide variety of glass, china, plastic, containers, water pitchers, and luncheon dish sets, bottles and bowls, cups and vases, trays and teapots, or what have you.

HELPFUL BOOKS FOR HAND PAINTERS, AND DECORATORS

Teacher of China Painting, by D. M. Campana. D. M. Campana Art Co., 442 North Wells St., Chicago, Ill.

300 Projects for Hand Decorating, by Julianne Hallen. Homecrafts, 799 Broadway, New York 3, N.Y.

The Painted Tray and Free Hand Bronzing, by Elizabeth S. Hoke. Mrs. C. Naaman Keyser, Plymouth Meeting, Pa.

How to Paint Trays, by Roberta R. Blanchard. Charles T. Branford Co., 551 Boylston St., Boston 16, Mass.

PAINTING AND DECORATING WOOD, CORK, AND METAL

Using stencils or your own or adapted designs with carbon paper and tracing on wood, cork, or metal, the home decorator can glamorize almost any household article. Paints in a variety of colors, glazes, enamels, and varnishes are used to give commonplace articles brilliance and beauty that make them salable.

Some of the wooden articles that, when sanded smoothly, take on beautiful finishes are buckets, handkerchief, candy, and cigarette boxes, chests, magazine racks, lamps, candleholders, trays, scrap-book covers, napkin holders, salt boxes, string holders, shelves, book ends, and plaques.

Such articles can be given base coats of red, blue, yellow, green, or black. Designs or stencils can be Scotch Taped to the surface and traced, the design then being painted or enameled or glazed in the colors desired.

Similar processes are used on sheets of cork that have been cut for special purposes. You can use liquid glazes, crayons, water colors, and waterproof drawing inks on cork. Application of designs enhances the appearance of cork place mats, hot pads, coasters, plaques, memo pads, album covers, etc. Cork is easy to work with and many of these articles can be decorated rapidly so that your output permits of reasonable prices and a ready market.

Pyrogravure—using a hot wood-burning tool—is another method of applying designs and initials to other wood or cork articles, such as book ends, trays, and coasters, to personalize and individualize the pieces for gift-shop marketing.

In addition to painting the hand-decorating crafts include silk-screen printing and linoleum-block printing, which are easy to master as money-making crafts, but first you should explore the possibilities of textile painting.

A helpful book is:

Coloring and Painting Wood, by Adnah C. Newell. Charles A. Bennett Co., 237 North Monroe St., Peoria 3, Ill.

TEXTILE PAINTING AND PERSONALIZING

Mrs. Irene Gorman hasn't got a workshop in her Brooklyn, New York, home, but she does have a table in her living room. That table, parlayed with Mrs. Gorman's ingenuity at textile painting, is helping increase the family income comfortably and has won her widespread recognition.

Every free moment she gets, Mrs. Gorman, a young housewife, spreads her fabrics and fabric paints on that table and hand-paints aprons, scarfs, blouses, and assorted wearables which she sells to stores for as much as \$20 each—and this all started with only a few dollars invested in paint and a few blouses and aprons.

Mrs. Gorman always felt she would like to paint. It wasn't a deep, consuming ambition, nor was it a large talent—but she did have the urge to do something with brushes and colors. So a few years ago she took a white blouse from her closet and proceeded to daub a flower on the material. It came out fine, and Mrs. Gorman got out her husband's ties, her own aprons, and whatever presented itself, and brightened them with designs of all kinds.

People began noticing, and the inevitable happened. Would she paint a tie for some hubby's birthday present—a blouse for some wife's anniversary? For money, of course. A little dubiously Mrs. Gorman agreed. The work caught on and orders began multiplying. Soon she was turning them out all day long.

Now Mrs. Gorman had no more business experience than most attractive young wives, but she had an idea: Why not try to sell hand-painted things to the stores? She timidly approached a few neighborhood establishments, which took the products on consignment—which means she would be paid for those sold, but would have to take back those unsold. There were few if any returned.

A newspaper was informed of her work and ran a feature story about it. A television program manager put her on with some of her work for all to see. The publicity was valuable. Her next step was to seek a series of outlets in the larger stores. Now she has a number, including an exclusive Park Avenue establishment. She recently filled an order received from Hawaii. Her aprons sell from \$3.50 up and blouses range from \$7.00 to \$20. She buys her materials carefully, figures out the basic costs and the time involved, and from no experience in business and no experience at hand decorating she

has developed a successful enterprise. She is now working out ways and means of selling her products by direct mail to expand her markets.

You can try your own hand at textile painting with an expenditure of less than \$5.00 for a few tubes of paint, a couple of brushes, some thinner, a T-shirt, or old shorts or neckties or aprons. You can cut out your designs in paper or cardboard or secure stencils or cutout initials to personalize the article. You can copy or alter designs from magazines or wallpaper or nature books. By handpainting initials or monograms or figures you can turn a \$2.00 necktie into a \$5.00 product in about an hour. Or you may be even more resourceful, as were Mrs. Betty Hunt and Mrs. Helen Dillard of La Junta, Colorado, who hand-paint ties that advertise the business of the wearer and his products—clouds and an airplane on the tie of an airlines executive, for example.

Stencil painting is one of the simplest and easiest ways to apply color to fabrics. The paint is applied with pad or brush to the open areas of the stencil. Stencils are available in craft supply shops.

A helpful book is:

Textile Painting for You, by A. M. Olsen. Author, 3308 4th St., Tulsa 4, Okla.

SILK-SCREEN PRINTING

To the uninitiated mere mention of silk-screen printing sounds complicated and difficult. Actually, however, the process is easily learned and can be self-taught rather quickly to a point where the home hobby becomes an income producer. This process can be readily marketed, particularly in small towns and cities where there are not large, established silk-screen printers.

Although silk screening was used by the Chinese thousands of years ago, it continues to be one of the most versatile methods of stenciling and is enjoying an increased popularity with home craftsmen. It is a process used for print goods and wallpapers and lends itself to economical production of special displays, posters, show cards, greeting cards, skirts, scarves, dress goods, programs, personalized place cards, and other items where the cost of engravings and plates would be prohibitive.

Silk screening is simply a method of printing by stencils through

tautly stretched silk in a frame. The stencil, cut for special designs or a stock stencil of lettering, ornamental borders, illustrations etc., is shellacked and pressed with hot iron to the fine-mesh silk screen. Once the stencil is placed the silk screen is laid against the fabric or paper and the paint is quickly squeezed through the stencil. The technique permits rapid duplication. While the process is excellent for two or three working together, *Craft Horizons* has reported that Eleanor Finch, working alone, turns out a thousand sheets of ornamental wrapping paper in a day.

Some of the silk-screen craftsmen shift to use of an airbrush to spray the paint through the stencil instead of using the squeegee brush. And some of the craftsmen carry the processes to the point where they use many colors and thus qualify as fine artists.

HELPFUL BOOKS FOR SILK-SCREEN CRAFTSMEN

Silk Screen Color Printing, by Harry Sternberg. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

Silk Screen Stencil Craft as a Hobby, by Jacob I. Biegeleisen. Harper & Bros., 49 East 33rd St., New York 16, N.Y.

Silk Screen Stenciling as a Fine Art, by Jacob I. Biegeleisen and Max A. Cohn. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

From Old Stencils to Silk Screening, by Jessie Bane Stevenson. Charles Scribner's Sons, 597 5th Ave., New York 17, N.Y.

BLOCK PRINTING WITH LINOLEUM, WOOD, AND POTATOES

Printing with linoleum or wood blocks and even the lowly potato is easy to learn, requires little room or outlay of cash, and is the method used by many home craftsmen to step up the family income. Although the Chinese learned block printing centuries ago by pressing carved and inked wood blocks on their bamboo paper, it is the easier linoleum block and potato block printing that attracts home craftsmen today.

The process is simply to cut letters or other designs in relief on the surface of linoleum or wood or a fresh potato. The block is then inked evenly and applied with pressure to the fabric or paper you wish to decorate.

Linoleum is the material most commonly and satisfactorily used. You don't use any old piece of linoleum which may be dry or

cracked. You secure a piece of new battleship linoleum. Trace your design. Because of the softness of the material, it is easy to cut away the parts you don't want to print. The printing surface remaining on your block has a hard, smooth surface that takes the ink or paint evenly and smoothly from your rubber roller. After carving the linoleum is glued to a block of wood about one inch thick, and then, when inked, is ready for application.

If you have an old press or can get one, you are in business. If in the early stages you want to work without a press, you can use a workbench vise, place your fabric or paper on a smooth surface and step on top of your block, or use a rolling pin on more thinly backed blocks. The processes are very much the same for either linoleum or wood block printing. Good blocks can be carved from fresh potatoes, but you are restricted in the use of colors because oils and printers' ink are eliminated. Potatoes print water colors easily and well. Another disadvantage of the potato is that it dries out in a day, whereas wood or linoleum blocks have a long life.

In block printing you can use colors and tints to your heart's content, applying color patterns, initials or monograms, figures or flowers, to shirts and neckties, skirts and blouses, play suits and pillow slips, scarves and party dresses, napkins and tablecloths, drapes and wallpaper, curtains, bedspreads, paper for framing, bags and linens, stationery, greeting cards, display cards and posters, and a wide range of other paper or fabric novelties. Examination of articles in "expensive" stores will reveal that linoleum-blocked articles acquire an amazing value for the gift buyer, and the person who wants something individual and different will pay the price for the hand craftsmanship involved.

Home-shop block printers are active from coast to coast. They work as individuals or in groups. One of the most outstanding and successful of such groups is the Folly Cove Designers of Gloucester, Massachusetts. There a group of neighborly women work individually and together in their homes, printing their designs by press or by bare feet on a variety of fabrics. They market their yard goods and garments on a scale limited only by their high requirements of perfection and the time they want to devote to their project.

For less than ten dollars you can equip yourself for your home block-printing project. Some of the simpler designs can be cut in the blocks in less than one hour, and you can turn out articles for your own pleasure, your own gifts and bridge prizes, and for sale

to your friends and to local shops or by direct mail. Needed working materials can be secured in most craft supply stores.

HELPFUL BOOKS FOR BLOCK PRINTERS

Essentials of Linoleum-Block Printing, by Ralph W. Polk. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Linoleum Block Printing for Amateurs, by Charlotte D. Bone. Charles T. Branford Co., 551 Boylston St., Boston 16, Mass.

Block Printing Craft, by Raymond W. Perry. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Hand Block Printing on Fabrics, by T. J. Corbin. Pitman Publishing Corp., 2 West 45th St., New York 19, N.Y.

CHAPTER EIGHTEEN

Leathercraft—Easy, Profitable, Fascinating

LEATHERCRAFT is a fascinating hobby that is easy to learn to the point where you can turn out finely finished and eminently salable articles. It lends itself beautifully to part-time work, and the costs, even in the beginning stage, are small for simple tools and leathers and accessories available in the craft supply houses.

Some beginners take courses of instruction and find that they quickly learn the essentials, as did Betty Bisch of New York. She took up the hobby and before long the belts and handbags and brief cases she laced and stamped and tooled attracted her friends' admiration. As she turned out more products they urged her to make them available in the shops, and her products—as many as she cares to produce—sell for amazingly high prices at Saks Fifth Avenue and elsewhere. Other beginners simply buy books of instruction and use the designs and leaflets provided by supply houses to teach themselves the basically simple processes. They find leather as easy to work with as paper or textiles, simply cutting out pieces with shears, or knife, or razor blade, and fastening the pieces together with zippers, snap fasteners, leather or nylon laces, staples, or rivets. For

more elaborate products the leathercraftsman traces prepared or original designs on the leather and presses down the background to make the design stand out in relief in the process known as tooling. Others use stamping tools to stamp designs, initials, etc., into the surface of the leather.

The variety of salable, serviceable, beautiful products craftsmen make with leather is almost limitless. Some of the most salable items that are favorites with beginners and professionals as well are bookmarks, key cases, billfolds and wallets, book ends, blotter corners, purses and handbags in infinite variety, sheaths, and belts. The possibilities go on to include laced leather highball glass holders, coasters, table tops, checkbook covers, secretary sets, coin holders, match cases, picture frames, tobacco pouches, jewel cases, paperweights, photo albums, tie holders, buttons, leashes, holsters, moccasins, gloves. All of the necessary accessories are readily available in supply shops or can be ordered from catalogues.

Leather such as calf, sheep, or goat is bought by the whole or half skin and is usually priced by the square foot. Various weights or thicknesses are recommended by the supply houses for various purposes.

Indicative of the way in which spare time can be turned to profit is the case of Joe Caruso, a "bit" actor who practices opera in his spare time at home, but when in the theater has time between brief appearances that he wanted to turn to profit. He did this with his leathercraft hobby while appearing in *The King and I*.

In less than four square feet of space in a corner of his tiny dressing room, Joe Caruso tucked in a vise and various tools, some cowhide, suède, buckskin, and elkskin. Between appearances he cut and tooled and stamped and laced belts and handbags which he sold to pay for singing lessons and to help support his family. He is one of the many who have discovered that a hobby and otherwise wasted half hours and hours can be turned into profit.

Hobbies have a way of becoming so fascinating and profitable they virtually force a change of careers. Arthur Berne, a young lawyer, was drawn into war service, where he contracted a tropical disease that required a few months of hospitalization. While bed-bound he became interested in leather craftsmanship and readily learned the processes. While propped up in bed, he produced belts, handbags, wallets, and cigarette cases. The work became so interesting that when he was discharged from the service he abandoned the

law and worked for three months in a craft shop, turning out leather products. He "graduated" from established designs, worked out his own, and sold his handmade products for fancy prices. Leading stores took his output of belts at \$3.50 to \$10, handbags at \$15 to \$35. His methods of production kept the prices low and the demand increased so that within six months he needed a larger shop and his sales ran beyond \$6000 annually.

Another veteran, in the hospital at March Field, Riverside, California, for a few weeks, became interested in leatherworking. His first two or three billfolds were not academy-award winners, but the fourth one was good and salable. He made a bit of money before leaving the hospital, and by that time he was wedded to leathercraft. At his home at Mentor-on-the-Lake, Ohio, he carried on the hobby until he was turning out Hall-Craft Leather Creations. The line includes tooled and carved billfolds, key cases, coin purses, pocket secretaries, purses, and handbags. He "drafted" his wife and sons as assistants. While he carves and stamps the leather his wife does the lacing and sewing of pieces he has prepared. In addition he gives instructions to others interested in the craft and sells supplies to his students.

Leathercrafting, however, is not restricted to army men held for a short time in hospitals. The women love the craft too. Mrs. Lillian Kahlen of Milwaukee, Wisconsin, enrolled in a leathercraft class, and after a few lessons had mastered the rudiments and was asked to assist in the instruction.

Mrs. Kahlen was more interested in producing than teaching, and decided to work out some designs of her own instead of using the craft-store patterns. She adapted designs from pictures and catalogues and wallpaper, and her wallets sell for \$10 and handbags for around \$70. Her first buyers were friends and neighbors, and her work attracted the attention of local newspaper and radio program people who gave her invaluable publicity.

Another "designing" woman is Ginny Brown, who works out her designs in the third-floor workshop of her Hollywood Hills home in California. She turned her interest in leatherwork to designing and producing sandals and slippers and such, for which Hollywood stars and others pay around \$50 a pair.

Leather has its way of rewarding those who become interested in working with it as a craft product, and perhaps that is why it is one of the most popular of all craft materials. From one end of this land

to the other there are leatherworkers who profit from their efforts. Within a few days or weeks these craftsmen begin turning out salable products from the standard designs available to all, or through their own resourcefulness developing their own products, as did Karl and Dorothy Fueller of Bucks County, Pennsylvania.

Now Dorothy Fueller, as any woman will understand, saw nothing amiss in eying a leather belt she wanted—for \$25. Now Karl Fueller, as any man will understand, saw that as quite a price, and went wandering down to the barn of their farm home. Thinking about paying \$25 for a leather belt, he noticed an old harness hanging on a wall. He became fascinated by an idea. Using some of the harness and its brass fitting, he fashioned a right appealing belt. He didn't stop there. He worked out a leather handbag to go with it. Mrs. Fueller showed her belt and bag to a department store buyer, and came home with orders for a half dozen, and the Fuellers went into business. They make their beautiful products together, and the orders flow in for more.

HELPFUL LEATHERCRAFT BOOKS, INSTRUCTION, DESIGNS

Leather Braiding, by Bruce Grant. Cornell Maritime Press, Cambridge, Md.

Leathercraft, by Robert L. Thompson. D. Van Nostrand Co., 250 4th Ave., New York 3, N.Y.

Leather Tooling and Carving, by Chris H. Groneman. International Textbook Co., 1001 Wyoming Ave., Scranton 9, Pa.

Leatherwork, by L. Johnson. Charles T. Branford Co., 551 Boylston St., Boston 16, Mass.

General Leathercraft, by Raymond Cherry. McKnight & McKnight, 109 West Market St., Bloomington, Ill.

Leathercraft Techniques and Designs, by J. W. Dean. McKnight & McKnight, 109 West Market St., Bloomington, Ill.

Designs for Leathercraft, by Bernice T. Kirton. Portfolio. Savage & Savage, 1206 Maple Ave., Los Angeles 15, Calif.

CHAPTER NINETEEN

Plastic Craftwork Opens New Doors to Profits

HOBBYISTS and home shop craftsmen who devote full or part time to their specialties are turning more and more to the use of the comparatively new plastics. They are fascinated with the beautiful novelties that can be turned out with ease. And because of their inherent appeal these products sell with little difficulty.

Crystal clarity and brilliant coloring give plastic articles charming characteristics that are hard to equal in any other medium. Too, some of the plastic materials lend themselves to carving and painting, thus lending variety and enhancing their appeal.

Beginners who have thought of plastic craftwork as something too complicated for any but highly skilled workmen are agreeably surprised to learn that plastic fabricating is rather easy to learn. At the outset it is this simple: You buy from supply houses flat sheets of plastic material, or rods, or tubing. These materials can be sawed and sometimes bent to desired shapes, and the pieces cemented together almost as simply as though you were working with wood. To begin with, all you need in the way of tools is a coping saw, a drill, a file, and a stylus. If you have motor-driven saws, grinders, and polishers, that is your good luck, but you don't have to have them to turn out salable articles.

In addition to fabricating plastic articles you can easily learn to pour liquid plastic into available molds, producing a large variety of beautiful birds and animals and other figures, plaques of intricate design and sheer beauty—and all in your home kitchen. By use of molds you can turn out article after article from the same mold, ready to market by the dozen or the gross, each item professional in appearance and readily marketable. Sometimes these little figures, costing no more than fifteen or twenty cents to make, are salable at five and more times that price. By plastic molding you can produce ornamental figures and designs to attach to other products of your

shop. Or they may be added to articles that can be purchased at low prices but, when decorated, will sell at much higher prices.

The products you can turn out in a small home workshop or at a card table or the kitchen sink are limited only by your imagination or the prepared designs and molds that are available to you. Among the commonly popular and salable items are cigarette boxes, jewel boxes, penholders, paperweights, picture holders, candleholders, coasters, book ends, dishes, spoons, flowers, ornamental plaques and figures, costume jewelry.

Plastic-jewelry making is only one of the hobbies enjoyed by Mrs. Eva Mack of Union Springs, New York, who says, "One of my favorite hobbies is making plastic jewelry with fine copper wire, representing all kinds of flowers and leaves to correspond. They are then dipped in liquid plastic and set aside to dry. When dry, I hand paint them on the back in colors to match flowers. Then a plain color over all. I make earrings to match the brooches. There are many beautiful designs and if beginners go slowly until they have perfected their skill they can sell to friends and in the gift shops."

If you have a little home workshop where you putter around with gimmicks of all kinds, and if you have uncorked your imagination, you may turn up a new novelty product to be made with the available plastic materials. And if you do, you are flirting with a fortune, as did Milton Dinhoff. He is a young man whose Sip-N-See straws are selling by the millions. His plastic novelty is nothing more than a unique drinking straw which encourages toddlers to guzzle their milk or fruit juices. As the child sips, the liquid flows through a piece of transparent acetate wound around the figure of a cowboy, an elephant, or a clown.

These straws are the outgrowth of Mr. Dinhoff's idea to put two established tubing ideas together for a different use. One day he noticed the tubing on a neon sign and he thought of plastic tubing and figured there might be a market for an unusual drinking straw. His first creation in his little workshop was just a piece of plastic tubing bent into a unique shape; it was followed by the idea of winding the tubing around a figure. In the cowboy, for example, the straw represents the lasso he is holding and as the child drinks, he sees the liquid flowing through the plastic "rope."

Naturally it took Mr. Dinhoff some time to develop and market his product. He worked at it in his shop and it took only a minimum of cash he had saved. He believes that gadgets should be simple

enough to manufacture so that they will sell in the twenty-nine-cent to ninety-eight-cent price range, which is the big volume market in the novelty shops, drugstores, and super markets. Says he: "If the gadget *does* something, if it serves a specific purpose, its sales appeal will be greatly enhanced."

At the outset you don't need to develop a novelty of your own—unless the idea knocks and demands admittance. You can develop a home craft income by using established designs and the available materials. There are more than a hundred types of plastic materials, but most of them are not available for home craftsmen and many of them do not lend themselves to small-shop work, as they require power presses and drills. There are two classifications of plastics: *thermoplastics* that can be shaped and reshaped, bent and rebent without heating; and *thermosetting* materials that cannot be shaped without heat molding.

Workability of thermoplastics makes them preferable for most home craftsmen, and perhaps the most popular of materials in this broad group are Plexiglas and Lucite.

SOURCES OF PLASTICS MATERIALS AND SUPPLIES

Some sources of plastics supplies and materials are listed below, and others may be found in the classified section of your telephone directory. Ask for catalogues.

American Handicrafts Co., Inc., 12 East 41st St., New York 16, N.Y.

Berton Plastics, Inc., 585 6th Ave., New York 10, N.Y.

Carmen-Bronson Co., 165 East 3rd St., Mount Vernon, N.Y.

Craftsman Supply House, Scottsville, N.Y.

Fry Plastics Co., 606 South Vermont Ave., Los Angeles, Calif.

House Beautiful Plastics, Dept. K2, 5534 West Harrison St., Chicago 44, Ill.

Plastics Parts and Sales, 1157 South Kings Highway, St. Louis, Mo.

HELPFUL PLASTIC CRAFT BOOKS, INSTRUCTIONS, DESIGNS

Adventures with Plastics, by Newirk, Hewitt, and Zutter. D. C. Heath & Co., 285 Columbus Ave., Boston 16, Mass.

Fun With Plastics, by Joseph Leeming. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.

Plastic Arts Crafts, by John V. Adams. D. Van Nostrand Co., Inc., 250 4th Ave., New York 10, N.Y.

- Plastics: In the School and Home Workshop*, by Andrew J. Lockrey. D. Van Nostrand Co., Inc., 250 4th Ave., New York 10, N.Y.
- General Plastics*, by Raymond Cherry. McKnight & McKnight, 109 West Market St., Bloomington, Ill.
- How to Buy and Sell Plastics*. Free Booklet. Plastic Materials Manufacturers Assn., Inc., Tower Bldg., Washington 5, D.C.
- Plastics Made Practical*, by Chris H. Groneman. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.
- Plastic Craft*, by Ernest S. De Wick and John Cooper. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- Plastic Products and Processes*. Pamphlet. U. S. Department of Commerce, Government Printing Office, Washington 25, D.C.

CHAPTER TWENTY

Pottery Craft Products That Sell

PERHAPS BECAUSE the word ceramics sounds arty and forbidding, you have never given it much thought. Basically it is the ancient potter's craft of primitive peoples, and very young children can turn out interesting products after proper instruction. There are few communities where some man or woman is not engaged in pottery. Anyone can learn the craft, either through books and pamphlets or, better yet, by attending classes offered by many colleges and adult school classes. Those who join the classes usually acquire the techniques fastest and also enjoy the companionship of fellow potters while learning a fascinating hobby.

The income from pottery is usually not large for the part-time worker, but occasionally the home ceramics worker acquires skills that lead to establishment of home shops or shops outside the home, where sufficient speed and volume are developed to provide a sizable income.

Some years ago indulgence of this hobby was rather expensive because it required costly kilns and other equipment; but today the craft supply houses have kits and clays available that make it possible to experiment with this craft for less than ten dollars. These clays can be baked in ordinary ovens, and well-designed products

are readily salable to friends and neighbors and in specialty shops.

Some of the kits are very simple and permit the beginner to turn out tiles for walls or tables and begin very soon to fashion other salable products. A somewhat more elaborate kit was developed by Tom Twitty when the doctors ordered him to give up his work as White House correspondent for the New York *Herald Tribune*.

Twitty "drifted" into pottery. His young son broke his leg and was kept busy in bed with some potter's clay. Mr. Twitty took some of the boy's creations to the Saranac [New York] Craft Guild to be baked. He became so interested in the entire craft that he devised a low-cost potter's wheel for home craftsmen. As a further step he planned a complete home potter's kit with air-hardening clay that could be beautifully painted. Paints and simple shaping tools and all are included in the set, and if the ambitious home potter wants to make pieces of firing clay he provides professional service for glazing and firing.

Pottery products that find a ready market include a large variety of gaily decorated tiles for various purposes—decoration of fireplaces, for use under hot teakettles and under potted plants, for framing and hanging on walls, etc., cigarette boxes, ash trays, candlesticks, jugs, novelty hats, novelty jewelry, bowls, vases and jugs in great variety, and some of the more ambitious pottery workers, such as Jessie Harris in Itawamba County, Mississippi, have set up shops for production of larger articles such as churns made from the available local clays. Many such shops are scattered through the country, and there are thousands of women who turn their work with ceramics to profit.

One who worked up a tidy income from her home workshop is Mrs. Louis Angell of Mendham, New Jersey. During the war her husband, Theodore, was stationed at Alfred University, Alfred, New York, with an army unit. Time hung heavily on Mrs. Angell's hands, so she enrolled in a ceramics class at the university. Her interest was kindled, then she got really excited. When the war ended, the Angells moved to a big, two-hundred-year-old farmhouse and Mrs. Angell bought a small kiln for \$40 and began creating items of pottery for the home.

One day a friend picked up a decorative little ash tray Mrs. Angell had made and asked her to make something special for a wedding present. Mrs. Angell did. Word began seeping around and a few more requests came in. Friends, neighbors, even strangers

dropped by and commissioned her to make cigarette boxes, little pitchers, beer mugs, and other objects. It wasn't too long before a thriving little business sprang up.

Now she gets orders from restaurants for personalized ash trays and college alumni groups for special mugs with which to toast the good old days.

Mrs. Angell has invested in a larger kiln and has established a workshop in the old kitchen of the big farmhouse, where she creates and decorates her doodads. Does it pay off? She just bought a power mower the size of a small tractor to let husband Theodore take care of the grounds more easily.

Husbands who are very content in their present work should be careful about giving kilns to their wives. When women find that they can roll clay with their hands or rolling pins and shape it rather easily, bake it, and make money, their husbands are sometimes forced to give up their work and go into pottery production.

Georgia Fields of Pasadena, California, asked her husband, William, for a kiln as a birthday present. It cost \$125, set up in the back yard near where the roses climbed over the fence—and that prompted the name Roselane for her products. She designed "Petey the Mule," molded and baked and glazed him, and people demanded more. It kept William firing the kiln each night, and the figures sold and sold. Mrs. Fields added other products—candleholders, flower bowls, vases, small- and jumbo-sized ash trays, giraffes, swans, and finally "embroidered ceramics" pieces selling for \$24 and \$48 per dozen. They added up to a \$200,000 annual business.

Kay Campbell, designer and writer, reports what pottery did to the Charles Smith family on their ranch near Phoenix, Arizona. Alice Smith took a course in pottery in the schools. Charles gave her a kiln for Christmas. She turned out bowls and what not. He had to quit his job to help her fill her orders. They multiplied so fast that in ten years the gross from her hobby was \$300,000 annually.

Gentlemen, don't say you haven't been warned. Kay Campbell also tells us about Betty Cleminson, who became bored by housework, helped a neighbor model and bake and glaze figurines. She soon learned the craft and her husband set up a kiln for her by their garage. She made figurines for gifts to friends. A salesman saw them and urged her to go into larger production. She did. They ran a

hose through the kitchen window and out to the garage to provide water for the clay. Orders piled up and George Cleminson gave up his work as a teacher to help his wife fill the orders and manage things on a larger scale. In a year or two they moved operations to a barn in the country. Mrs. Cleminson wrote verses for tags for the gift ceramic articles, and designed some pieces around the verses. The barn became too small. Demand for their products finally resulted in establishment of a fourteen-thousand-foot plant with one hundred employees.

These are exceptional cases, but the number of potters who profit from their craft is legion—and most of them started with a home kitchen or back-yard project.

All of the minor equipment a beginner needs can be acquired in department stores and craft supply shops or ordered from craft catalogues. If you are not content with air-hardening clays, there are some available for baking in your home oven. Or if you increase your investment to \$100 or more, you can acquire an electric kiln and other equipment for more ambitious projects.

HELPFUL BOOKS AND PAMPHLETS FOR POTTERS

Ceramics for All, by Jimmie A. Stewart. Barnes & Noble, Inc., 5th Ave. at 18th St., New York 3, N.Y.

Creative Ceramics: A Primitive Craft Becomes a Fine Art, by Katherine M. Lester. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Ceramics Handbook, by Richard Hyman. Sterling Publishing Co., 215 East 37th St., New York 16, N.Y.

Ceramics Sculpture, by Ruth H. Randall. Watson-Guptil Publications, Inc., 24 West 40th St., New York 18, N.Y.

Fun With Clay, by Joseph Leeming. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.

Ceramics for the Potter, by Ruth H. Home. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Pamphlets. C. M. Campana Art Co., 442 North Wells St., Chicago, Ill.

Pottery Making from the Ground Up, by York Honore. Viking Press, Inc., 18 East 48th St., New York 17, N.Y.

Potters Primer, by Jane Snead. Snead Ceramic Studio, 1822 Chestnut St., Philadelphia 3, Pa.

How to Make Pottery and Ceramic Sculpture, by Julia H. Duncan and Victor D'Amico. Museum of Modern Art., 11 West 53rd St., New York 19, N.Y.

How to Make Pottery and Other Ceramic Ware, by Muriel P. Turoff. Crown Publishers, 419 4th Ave., New York 16, N.Y.

- The Complete Book of Pottery Making*, by John B. Kenny. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- The Potter's Craft*, by Charles F. Binns. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Pottery Made Easy*, by John W. Dougherty. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.
- Pottery Handicrafts*, by H. and D. Wren. Pitman Publishing Corp., 2 West 45th St., New York 19, N.Y.
- Craftsman's Instruction Handbook. Book One*, by Toni Parisi. Educational Materials, Inc., 46 East 11th St., New York 3, N.Y.
- Glassware and Pottery*, Leaflet. Free. U. S. Department of Commerce, Basic Information Sources, Washington 25, D.C.

CHAPTER TWENTY-ONE

How to Cash In on Your Camera Hobby

AMERICANS ARE the most camera-conscious people in the world. It seems a fair assumption that at least nine out of ten of you who read this book have taken pictures and had fun exercising your hobby. The national investment in camera equipment is tremendous, and many already have all the equipment needed to turn the hobby into side-line income. Professional photographers and free-lance cameramen and women assure us that albums of the amateurs contain pictures that, properly marketed, would have been fine sources of extra income for the shutterbugs.

So if you have the camera hobby or want to adopt it, and also want to make money from your hobby, it behooves you to give thought to the steps necessary to get the cash. Every professional photographer and free-lancer started as an amateur, but those who cashed in on the hobby gave thought to attaining a greater perfection and to the study of good markets for their output.

There are multiple markets, but until you are known the buyers won't come to you. You have to seek the buyers. There is no mystery in the process, but it does require steady searching and the exercise of a certain amount of resourcefulness. Imagine contemplating your dashing out to take a picture of a little girl looking cross-eyed at a

caterpillar crawling up her nose—at a time when caterpillars were in the news; sending it to *Life* magazine and getting a fat check in payment. *Life* did publish such a picture. It could happen to you, but the chances are many thousands to one against you. The reason is that *Life* has a huge staff of experts throughout the world, and is the goal of other professionals. That, however, should not discourage the amateur who wants to turn professional free-lancer. There is a broad field of profit open to the hobbyist and that is the field to be explored in these pages.

Comparatively minor markets were the first ones opened up by my friend, Edwin Way Teale, when he began his transition from amateur hobbyist to the professional ranks. He sold his pictures to comparatively obscure journals and used them as stepping stones to a position as staff writer and photographer for *Popular Science Monthly*. He didn't need thousands of dollars' worth of equipment and long journeys. Some of his best initial work was done near home when he became interested in the crawling insect life in a fascinating world of its own. With telescopic and magnifying lenses he got the pictures for his noted book, *Grass Root Jungles*, which is only one of the volumes that have made him one of the outstanding naturalists of generations. He rode his hobby to fame, and his extensive files of pictures are in constant demand.

The camera hobby is obviously something to conjure with. Did you ever hear of Levon West, of Minneapolis and New York? Probably not, but he was by way of being an outstanding etcher whose hobby was photography. He took pictures with a miniature camera with a fast lens, and a friend suggested that some of the pictures be published. That was all right with him, but he was an artist, a distinguished etcher. So he pulled a name out of his hat that you undoubtedly do know, for it is famous in the realm of photography—Ivan Dimitri. His color pictures have adorned covers and features of magazines such as the *Saturday Evening Post*. Now Ivan Dimitri is an artist with the camera and etching is his hobby!

Neither Teale nor Dimitri rode his hobby to fame in a moment. They perfected their techniques as amateurs and became wise in the way of selecting their subjects and in studying their possible markets. You may not aspire to their outstanding positions at the outset, but it is well to dream no little dreams, for what has happened to others could happen to you. And the best first step is to

consider the possibilities within your grasp right in your home area.

If you aspire to become a free-lance photographer it is important that you *adopt the attitude of the professional*. You will no longer be content simply to "shoot" carelessly and hope for the best. You will study your technique and you will study your markets. If already your friends have commented that yours is outstanding work and seek your advice, you are at a point where you can seriously consider turning "pro." You will stop shooting just for fun, you will stop doing work for others just for the cost of materials. You will want to earn money with your time and your skill. When the amateur begins to sell his products and services he is no longer an amateur, but a professional.

At the outset you should have in mind that if you use a model or take a picture of individuals to be used for advertising or other commercial purposes, you should have a formal release for the protection of both the buyer and yourself. Even if friends have posed for you and wave off the suggestion of a release with a laugh, you should have that release. Many markets will refuse to consider your work unless the release is available. Some markets have their own forms of release. Here is a sample release recommended by the Photographers' Association of America:

City _____ Date _____

For value received, I hereby consent that the pictures taken of me by (photographer's name), proofs of which are hereto attached, or any reproduction of same, may be used or sold by (photographer's name) for the purpose of illustration, advertising, or publication in any manner. I hereby certify and covenant that I am over twenty-one years of age. (A parent or legal guardian must sign for a minor.)

(Signature of model or subject)

Witness

PICTURES YOU CAN SELL

In making your transition from the amateur whose hobby costs money to the status of free-lance photographer whose hobby brings in revenue, you should begin to adopt the searching, critical, editorial attitude, and be ever on the alert for unusual subjects and situations within reach of your own lenses.

You will want to focus on pictures that have human interest, that tell a story in one shot or in a series, pictures that call for attention. The camera eye will seek the very new, the very old, strange contrasts, the unusual, first and last and biggest and smallest, fastest and slowest, the pitiful and the hilarious, shots that are startling, revealing, dramatic.

You will observe by studying the picture markets that the shots that sell are good pictures of almost anything, including the following sampling of subjects:

People—young, old, active, inactive, at work, and at play

Animals and birds and insects

Homes and gardens, finished, in process of building, in sections

Stores and store windows, before and after changes

Factory products

Documents

Contests

Postcards

Film letters

Entertainments, weddings, parties, playgrounds, club and sport activities

Class and reunion groups

How-to-do-it pictures of new processes in the kitchen or the building of various articles or gadgets in home shop or factory—before, during, and after illustrations that tell a story with brief captions.

Nature in its infinite variety, its natural beauty, and its freaks

Travel

Local historical

Local slums and silk-stockings wards

Local ancients, celebrities, the unusual, the interesting

This listing could be almost endless, and there are amateurs in virtually every locality who have taken and simply put into their albums eminently salable pictures along the lines indicated. These albums should be reviewed for the finest shots, and if they are not now outdated they can still be offered for sale to the picture editors of magazines, newspapers, and trade journals. These sources are constantly hungry for technically good, eye-catching illustrations. *The reason so many fine pictures have gone unsold is due to a large extent to the casual interest of the shutterbug who hasn't adopted the professional attitude and given serious thought to consistently endeavoring to market his wares.* Every day full time professional

and part-time free-lance photographers are selling their pictures for from \$2.50 to \$100 for a single or for a group of three or four—because their pictures are technically good and because they send these pictures off to market; not necessarily because their pictures are any better than those often taken by good amateurs. But the amateurs don't market their product. This is where you come in to make some money at home with your camera hobby.

WHERE TO SELL YOUR PICTURES AND SERVICES

Almost every publication using illustrations is a *possible* market for your pictures. Even though many of the larger publications have their established sources of supply and are not listed as open markets, they are nevertheless open to temptation by unusually striking photographs. In the larger markets, however, the beginning free-lancer is up against the stiffest of competition and would be well advised to concentrate first on local sources of camera revenue while becoming more experienced in marketing.

In a fine burst of enthusiasm the new free-lancer may make an investment in postage and prints and mailing folders and rush off to market a miscellaneous assortment of his best pictures. That is the hard way to make money and would probably result in loss. *The importance of studying your market cannot be overemphasized.* Study the markets and you will save time and money and become sales-wise and have a better chance of making money. Every mail to a popular-science magazine contains stray shots of almost-no-bathing-suit beauties that might have a market in the "cheesecake" field but not a chance in the "science" market. Analysis of market would eliminate lost postage and disappointment.

If you have a specialty you will obviously study the publications in that particular field. Lacking a specialty, you can consider these possible markets:

Local newspapers—The editor's interest is in spot-news and feature illustrations. Spot-news shots of fires, accidents, immediately current local events may well win payment, as many of the smaller local papers have but one or perhaps no staff photographer, but still want newsy pictures. The feature pictures do not necessarily have spot-news interest of today, but tie in to current interest. Pictures of prominent local citizens or distinguished visitors to the community and their various photogenic activities may win checks for the free-

lancer. Once you have demonstrated your interest and ability you may make special arrangements for covering features that the editor wants developed. Probable payment: \$3.00 to \$5.00.

Other local publications—In your town or city you can identify the house organs, club publications, business houses issuing occasional illustrated pamphlets. You can suggest possible picture features you could deliver and request assignments, thus narrowing down the possibility of lost time and materials. Sometimes such contacts lead to steady hobby income. Probable payment: \$3.00 to \$5.00.

Regional publications—There may be regional magazines circulated in your home area, and if so you should study their picture requirements, submit possible pictures, suggest pictures you can take in your locality that might be of interest to the readership of the regional magazine. Again, after proving your ability to provide publishable prints, you may be able to secure special assignments. Probable payment: \$3.00 to \$10.

Trade journals, house organs—These publications, containing material of particular interest in special trade fields, offer one of the very best possible markets for the beginning free-lance photographer. Your local automobile agency may have a special window display and a shot of it, together with the local dealer and with a few lines of description or comment, may bring a check from an automotive trade journal. If the Ford-Lincoln-Mercury dealers are engaged in some special activity, for instance, your market might well be Ford Field, 407 East Michigan St., Milwaukee, Wisconsin. Virtually every trade has its special journals. Writers' magazines often list these markets, and nearly every merchant can show you samples of the journals in his particular field. Local tradesmen are usually co-operative, for they welcome recognition in their various lines of activity. Probable payment: \$3.00 to \$10.

Metropolitan newspapers—The large newspapers are interested in what goes on anywhere within their circulation area. You can make inquiry to determine if there is adequate camera coverage in your immediate locality. Even if there is, you might have excellent news shots of some unusual news event. If so it is imperative that you *work fast*. Spot news waits for no photographer and spot news dies an early death. The feature shots for Sunday editions may prove to be the best money-makers for the beginner free-lancer, opening his contacts with a metropolitan daily. You can send samples of

your pictures to the editors in charge of your locality and let them know of your availability for special assignments. Probable payment: \$3.00 to \$5.00.

Magazines—Most of the larger magazines using photographs are not dependent on free-lancers. They arrange with photographic syndicates and professional photographers and their own staffmen and women, to secure their requirements for stories and articles and features. Nevertheless they are all open to temptation when something unusual and technically good is made available to them. The group of popular-science magazines listed in the bibliography of this book offers a particularly good market for the free-lancer who is interested in how-to-do-it-series illustrations and is alert to new scientific, inventive, and industrial developments. The free-lancer can often team up with a home shop specialist, making photographs of the various steps in the building of a newsworthy, photo-worthy product. Probable payment: \$3.00 to \$25.

Contests—The free-lance photographer should constantly be on the alert for contests offering cash prizes, for most of the contestants will be less experienced. While there is always a long chance in contests, the prizes are frequently substantial. These contests may be announced in various magazines' editorial or advertising sections. For instance, *Mechanics Illustrated* has offered cash prizes for workbench projects, and as much as \$25 for a sharp glossy of owners with ancient automobiles. The *Saturday Evening Post* has solicited entries for a regular feature, "I'm Proud of This Picture," and paid \$100 for each one accepted. Not long ago the magazines carried a paid advertisement of Kleinert's offer of \$5000 in cash prizes for baby pictures. Snap your shutter on a prize. Not long ago a Waterbury, Connecticut, machinist earning \$50 a week won the grand prize of \$1000 in the annual National Newspaper Snapshot Contest.

Syndicates—Syndicates that regularly supply newspapers and some magazines with photographs offer a rather open market to free-lancers because of their constant demand to fulfill contracts with hundreds of newspapers. The requirements of the syndicates are constantly changing, and their chief interest is in spot-news shots. The free-lancer can study their requirements by noting the identifying line that accompanies the syndicates pictures in newspapers. Names and addresses of a large number of the syndicates can be secured in classified directories in large cities, or in *Editor and Publisher*, the *Fourth Estate*, *International Year Book* and other

sources frequently available in public libraries. A few of the larger syndicates are:

Acme Newspictures, 461 8th Ave., New York 1, N.Y.

Associated Press, The, 50 Rockefeller Plaza, New York 20, N.Y.

International News Photo Service, 235 East 45th St., New York 17, N.Y.

Keystone Pictures, Inc., 219 East 44th St., New York 17, N.Y.

N.E.A. Service, Inc., 1200 West 3rd St., Cleveland, O.

Press Association, Inc. (features), 50 Rockefeller Plaza, New York 20, N.Y.

Universal Trade Press Syndicate (trade journals), 724 5th Ave., New York 19, N.Y.

Calendar publishers and advertising agencies—These markets are so specialized and requirements so technical and restricting that they are not recommended to beginners except those who may have some special contact or highly developed skill.

Miscellaneous markets—There is a broad field of markets that can be opened by the free-lancer who is restricted only by his own energy and resourcefulness. Random instances of these possibilities are the following:

Informal wedding pictures—Harold K. White, who was skillful with his camera, worked part time for a Canadian newspaper, and in his spare time specialized in taking informal wedding pictures. He succeeded so well that he established a business employing eight girls to develop and print his pictures of an average of sixty-five weddings a month, according to a *Reader's Digest* Manual account of his activities. In making informal photographs of weddings White takes thirty or more from the arrival at the church to the final confetti-sprayed dash out the door; also the wedding service, the entire wedding party, relatives and other guests, gifts, the bride and groom signing the register, cutting the wedding cake, etc. The prints (averaging twenty pictures) are mounted in an album which is priced at \$20 to \$35, depending upon the number of pictures. Orders for reprints bring the average sale up to \$45. Orders sometimes total \$200. Many couples return to White for pictures of their children in various stages of growth. In starting such a business it may be necessary at first to take pictures on speculation in order to establish a reputation.

Printing, developing, enlarging—If you are fortunate enough to have facilities for good darkroom work in your home or garage, you can turn up business, finishing the pictures of amateurs. Frequently

such work leads to assignments for more professional photography. You can promote this service with small classified advertisements, and sometimes you can get free publicity in local newspapers. Charles G. Willoughby of New York, founder of one of the world's foremost camera stores, got his start in this way.

Real estate photography—Real estate agencies and individuals who have residential or business property for sale need pictures to show their clients, or for reproduction in sales pamphlets and other forms of advertising. Owners of beautiful homes and gardens are often in the market for free-lance photographers who have the professional touch.

Christmas and announcement cards—Many individuals are interested in pictures of their homes or children or the entire family for prints on postal cards or folders for Christmas use. Owners of new homes also welcome fine postal reproductions on which they advise their friends of their change of address. The new baby often opens up a new market for photo cards. Alert free-lancers watch the papers for announcements of various sentimental family anniversaries and offer their camera services to make the record complete.

Microfilming—Many banks, merchants, and professional people welcome a service to microfilm their documents to permit abandonment of ever-growing files that require expensive storage space. There are individuals who particularly fear fire and possible war-time destruction of important family papers who have such documents put on microfilm that can be stored in small space in safety vaults. You don't require expensive equipment for such a service. Any camera capable of close focusing can be used. If you develop good accounts you would want special cameras for faster, more economical work. Complete information and even rental equipment can be secured through an Eastman Kodak Company subsidiary, the Recordak Corporation, 444 Madison Avenue, New York 17, N.Y.

Local postal cards—The free-lancer, investigating the most important landmarks of his community, places of historical interest, etc., can experiment with a dozen prints of each such place and market the cards in local gift shops and drugstores. This often develops into a "repeat order" side-line business.

Your special talent?—Experiment, experiment, experiment! Search for your special talents with a camera, and don't be easily discouraged. Lena Towsley became a noted photographer of children, but when she first seriously studied photography she wasn't very suc-

cessful. An instructor told her to photograph landscapes, and when he saw her product he told her they were the worst photographs of landscapes he had ever seen. It was not until she turned the lens on children that she found she could secure exceptional results and had also found the field that interested her most. That opened the way to her success.

Distortions—Local clubs and some individuals are customers for freak-angle, distorted photographs of officers or friends. The clever photographer can distort nose, eyes, head, figures—distorting or making beautiful the subject before the lens. Not long ago *This Week Magazine* laid good payment on the line for a group of weirdly distorted pictures of New York skyscrapers and other freak effects. Freaking of pictures in your own home locality may easily open a market for individual shots or postcards.

Writers—Many writers for magazines and trade journals require photographs to illustrate their texts. The free-lancer can contact writers in his home community. Frequently his pictures will help the writer sell his wares, and frequently the writer will help the photographer sell his products. There are many cases in which the photographer-writer team profits handsomely. The free-lance photographer should always make notes to accompany his shots, and train himself in making those notes interesting and clear and accurate. Accuracy is a *must*. Often the co-operating writer can evolve a series of captions or brief story linking photographs into a unit, and thus open up a market where there was no market for the pictures alone.

Rental services—Many camera enthusiasts have acquired elaborate equipment at considerable expense. When they turn free-lancers they can insert small ads in local newspapers offering the equipment for rental, deposits being required to insure care of the camera or other devices.

Film instruction and entertainment—One of the soundest possible sources of income for the free-lance photographer is to take colored movies of subjects of specialized local interest, show them for reasonable prices to interested groups, and so secure income directly in addition to securing publicity and meeting individuals who may become steady customers.

One New York woman, well along in years, specialized in films of places of local interest and tied in a rambling lecture that became popular with local club groups. Films of outstanding gardens pro-

vide a feature for garden-club meetings. Civic clubs are interested in films that center on projects of civic interest.

The free-lancer can also secure a wide variety of special rental films to be shown to interested groups. There are some 10,000 films available for nominal rental, and sometimes for no charge. These films include fine reels, and often with sound, of interest to almost any club or group or industry. You can plan your program and insert cartoons and short features to round out the program offered.

The only equipment you need is a screen or blank wall and a 16-mm. sound projector. And if you don't have a projector you can rent one in many localities. Films are made available by the government, private industries, a few special movie-producing organizations, and others. You can study the indices that include features of various industrial operations, history, science, health, travel, cooking, farming, and numerous other subjects.

You can get catalogues and learn the conditions on which you can borrow films from these big distributors:

Modern Talking Picture Service, Inc., 45 Rockefeller Plaza, New York 20, N.Y.

Association Films, Inc., 347 Madison Ave., New York 17, N.Y.

United World Films, Inc., 1445 Park Ave., New York 29, N.Y.

An amazing array of subjects is filmed by the government and sold outright to schools or libraries which rent or lend them. You can write for "3,434 U. S. Government Films," Federal Security Agency Bulletin 1951, No. 2. This is available for seventy cents from the Superintendent of Documents, Washington 25, D.C., and will give descriptions and instructions as to how to get the films.

Members of the Motion Picture Producers Association provide films on non-profit basis—some six hundred films of Hollywood classics such as "Romeo and Juliet." Write to Teaching Film Custodians, 25 West 43rd St., New York 18, N.Y., for their publication "Films for Classroom Use."

Films for entertainment, technical, and educational uses are available for small rental from Coronet Films, Coronet Bldg., Chicago 1, Ill., and Encyclopaedia Britannica Films, Inc., 202 East 44th St., New York 17, N.Y.

Your own local library or public schools may have available the various indices to the thousands of films available for your use.

HELPFUL BOOKS, PAMPHLETS, PERIODICALS
FOR PHOTOGRAPHERS

- How to Make Money With Your Camera*, by Harrison Forman. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.
- Marketing Your Pictures, How and Where*, by J. W. McManigal. U. S. Camera Publishing Corp., 420 Lexington Ave., New York 17, N.Y.
- Tested Money-Making Ideas for Photographers*, by Charles Abel. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- Mechanix (sic) Illustrated Plans (for building photographic equipment)*. Get list from publisher. Fawcett Publications, Inc., 67 West 44th St., New York 36, N.Y.
- Photography*. Little Library of Useful Information. Get list from publisher. Popular Mechanics Press. 200 East Ontario St., Chicago 11, Ill.
- How to Make Good Pictures*. Eastman Kodak Co., 343 State St., Rochester 4, N.Y.
- A Guide to Better Photography*, by Bernice Abbott. Crown Publishers, 419 4th Ave., New York 16, N.Y.
- Photography for All*, by Duane Featherstonhaugh. Barnes & Noble, Inc., 5th Ave. at 18th St., New York 3, N.Y.
- Your Camera*, by W. D. Emanuel. Pitman Publishing Corp., 2 West 45th St., New York 19, N.Y.
- Develop, Print, and Enlarge Your Own Pictures*, by Jack O. Flynn, Albert J. Rosenberg, Alan Kellock. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.
- How to Develop, Print and Enlarge Pictures*, by Samuel Epstein & David W. DeArmand. Franklin Watts, Inc., 699 Madison Ave., New York 21, N.Y.
- Fundamentals of Photography, with Laboratory Experiments*, by Paul E. Boucher. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Make Your Pictures Sing: How To Perfect Your Technique*, by Paul L. Hexter. Camera Craft Publishing Co., 95 Minna St., San Francisco 5, Calif.
- Photography, Its Principles and Practice*, by Carroll B. Neblette. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Photographic Facts and Formulas*, by Edward J. Wall & Franklin I. Jordan. American Photographic Publishing Co., 607 Guardian Bldg., St. Paul 1, Minn.
- 1001 Ways to Improve Your Photographs*. Willard D. Morgan, editor. National Educational Alliance, 37 West 47th St., New York 19, N.Y.
- Say It with Your Camera*, by Jacob Deschin. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.
- Mortensen on the Negative*, by William Mortensen. Simon & Schuster, Inc., 630 5th Ave., New York 20, N.Y.
- Complete Book on Enlarging*, by Morris Gurrie. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.

- Retouching and Finishing for Photographers*, by J. S. Adamson. Pitman Publishing Corp., 2 West 45th St., New York 36, N.Y.
- Flash Photography*, by Gordon Parks. Franklin Watts, Inc., 699 Madison Ave., New York 21, N.Y.
- Fred Archer on Portraiture*, by Fred Archer. Camera Craft Publishing Co., 95 Minna St., San Francisco 5, Calif.
- The Model*, by William Mortensen. Camera Craft Publishing Co., 95 Minna St., San Francisco 5, Calif.
- Taking Your Baby's Picture*, by Amanuele Stireri. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- Children Before My Camera*, by Adolf Morath. American Photographic Publishing Co., 607 Guardian Bldg., St. Paul 1, Minn.
- Creative Table-Top Photography*, by Ernest Heimann. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- Natural Color Processes*, by Carleton E. Dunn. American Photographic Publishing Co., 607 Guardian Bldg., St. Paul 1, Minn.
- 16-mm. Sound Motion Pictures: A Manual for the Professional and the Amateur*, by William H. Offenhauser. Interscience Publishers, Inc., 250 5th Ave., New York 1, N.Y.
- Copying Technique*, by Frank R. Fraprie & Robert H. Morris. American Photographic Publishing Co., 607 Guardian Bldg., St. Paul 1, Minn.

PERIODICALS

- American Photography*, 136 East 57th St., New York 22, N.Y.
- The Camera*, 217 East 25th St., Baltimore, Md.
- Modern Photography*, 251 4th Ave., New York 10, N.Y.
- Photography*, 185 North Wabash Ave., Chicago, Ill.
- U. S. Camera*, 420 Lexington Ave., New York 17, N.Y.

CHAPTER TWENTY-TWO

Collecting Is Fun and Sometimes Profitable

MEN AND WOMEN are natural-born collectors. Ancients collected tigers' teeth and beads and jewels. As a boy or a girl you probably collected *something*—birds' eggs, carnelians, wild flowers, playing cards—and perhaps you specialized in cards picturing animals only. This almost instinctive desire to collect has made this hobby the

most popular of all the hundreds available. The hobby can be of small cost, but frequently it is rather expensive! My friend, Ed Hungerford, for instance, was a collector of locomotives—old-timers. His collection was shown at the World's Fair in New York.

Collecting of locomotives or rare jades is not recommended as a profitable home hobby. And indiscriminate collecting is not recommended if you have profit in view. However, if you adopt the professional approach rather than that of the amateur, you have your best chance to profit from a fascinating hobby. The amateur simply collects things in which he is interested. Someday his collection might become valuable, but very possibly he would never get his money back; and anyway collecting is not a field for quick profits. The professional collector *specializes*. The professional rarely loses sight of four basic guides: 1. Rarity. 2. Condition. 3. Completeness. 4. Classification.

Among the most popular of items for collections are stamps, old glass, antique furniture, books, and prints. Collectors' items do not need to come from the ancient tombs of Egypt. Year after year the antique shows in White Plains, N.Y., and elsewhere are displaying items, desirable items to fill out collections, that were commonplace in country corner stores no more than forty years ago. These items are, of course, mixed with others of colonial days and some perhaps centuries old. If you are interested in examining collectors' items that may already be in your home, or in adopting this most popular of hobbies, you can study the following list—a list that could not be entirely complete in any single book:

Anecdotes—general or in specific fields or attaching to one famous person or period

Antiques—of all kinds

Armor—ancient items

Association—items associated with someone or group of persons—Washington, Roosevelt, colonial settlers, regional

Autographs—general and specific fields

Banks—old penny banks of metal, china, etc.

Beads—general or Indian or Egyptian, etc.

Books—first editions, early printings, almanacs, Americana, manuscripts, horn books, old school volumes, miniatures, etc.

Bottles—scores of specialties, liquor, flasks, perfume, etc., some of rare beauty and design

Buttons—general and specific collections

- | | |
|---|---|
| Cameos—if you can afford them | Miniatures |
| Carved ivories—if you can afford them | Models |
| Chess pieces | Musical instruments |
| China—ancient and also Grandma's tea sets, pitchers, jugs, etc. | Newspapers—old papers, periodicals, catalogs, etc. |
| Cigarette cards | Paper money |
| Circus items—pieces of equipment, posters, etc. | Pewter |
| Clocks | Phonograph records |
| Covers—old spreads, patchwork, etc. | Pictures, paintings, prints |
| Coins—old general collections and specialized and complete branches | Playing cards |
| Curios—of all types | Postcards |
| Decanters | Pottery |
| Dime novels | Rocks |
| Dolls | Rugs and carpets |
| Figurines | Samplers |
| Fossils | Scarabs |
| Furniture | Sculpture |
| Glassware—old glass in general and specific categories | Sheet music |
| Guns | Shells |
| Hallmarks | Silver |
| Hooked rugs | Snuff boxes |
| Images | Songs |
| Iron | Stamps—postage, revenue, etc. |
| Jade | Sometimes stamps are the most valuable part of a collector's property or estate |
| Lace | Steins |
| Lamps | Tapestries |
| Locks and keys | Tear bottles |
| Maps | Tiles |
| | Toys |
| | Watches |
| | Weapons—medieval, savage, arrowheads, bows, arrows, knives, etc. |

One of the quickest ways to cash in on collections is to be on the alert for collections deliberately or unwittingly made by others and stashed away in attics and old barns. What was junk yesterday may be a collector's item today. Frequently that old trunk or box in the

attic contains autographs, stamps, papers, Americana, for which there is a ready market, sometimes worth hundreds of dollars, if you are collector-conscious and seek out the special markets. Remember this: if it is old it may be valuable! You may have access to "junk" collections in your own family. If not you can watch for auctions in old homes or on farms. If you are one of the first collectors to select valuable items you may very well pick up some extra cash. And if you are handy in a home workshop, and resourceful, you may discover materials that can be converted into hundreds of usable and salable items.

HELPFUL BOOKS AND PAMPHLETS FOR COLLECTORS

Lock, Stock and Barrel: The Story of Collecting, by Douglas & Elizabeth Rigby. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.
First Reader of Antique Collectors, by Carl W. Drepperd. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

Autographs: A Key to Collecting, by Mary A. Benjamin. R. R. Bowker Co., 62 West 45th St., New York 36, N.Y.

American Book Prices Current. R. R. Bowker Co., 62 West 45th St., New York 36, N.Y.

Invitation to Book Collecting, by Colton Storm & Howard Peckham. R. R. Bowker Co., 62 West 45th St., New York 36, N.Y.

American Clocks and Clockmakers, by Carl W. Drepperd. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

The Clock Collector's Handbook, by Kenneth S. Karsten. Author, Middleport, N.Y.

Coin Collecting, by Joseph Coffin. Coward-McCann, Inc., 210 Madison Ave., New York 16, N.Y.

Domestic Coin Manufactured by Mints of the United States Since Organization to Include the Year 1935. Pamphlet. U. S. Mint. Government Printing Office, Washington 25, D.C.

Information Relating to United States Coins and Medals. Pamphlet. U. S. Treasury Dept., Government Printing Office, Washington 25, D.C.

First Steps in Collecting Furniture, Glass, China, by Grace M. Vallois. Medill McBride Co., 200 East 37th St., New York 16, N.Y.

Two Hundred Years of American Blown Glass, by Helen & George McKearin. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

Old Glass and How to Collect It, by I. Sydney Lewis. Medill McBride Co., 200 East 37th St., New York 16, N.Y.

American Glass: A History of the Fine Art of Glass-Making in America, by George & Helen McKearin. Crown Publishers, 419 4th Ave., New York 16, N.Y.

- Price Guide to Pattern Glass*, by Ruth W. Lee. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- 5000 Years of Gems and Jewelry*, by Frances Rogers & Alice Beard. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.
- Mineral Collectors Handbook*, by Richard M. Pearl. Mineral Book Co., Box 183, Colorado Springs, Colo.
- Gem Hunter's Guide*, by Russell P. McFall. Science & Mechanics Publishing Co., 450 East Ohio St., Chicago, Ill.
- Chats on Old Pewter*, by Henri J. Masse. A. A. Wyn, Inc., 23 West 47th St., New York 36, N.Y.
- Old Pewter, Copper & Sheffield Plate*, by Hannah Moore. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.
- Pottery and Porcelain: A Guide to Collectors*, by Frederick Litchfield. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- Van Nostrand-Faber Monographs on Ceramic Arts*. Get list. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Early American Pottery & China*, by John Spargo. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.
- Rock Book*, by Carroll & Mildred Fenton. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Handwoven Carpets, Oriental and European*, by Albert F. Kendrick & C. E. Tattersall. Charles Scribner's Sons, 597 5th Ave., New York 17, N.Y.
- Handbook for Shell Collectors*, by Walter F. Webb. Author, 202 Westminster Rd., Rochester, N.Y.
- Shell Collectors Handbook*, by Alpheus H. Verrill. G. P. Putnam's Sons, 210 Madison Ave., New York 19, N.Y.
- The Practical Book of American Silver*, by Edward Wenham. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.
- Old Silver and Old Sheffield Plate*, by Howard P. Okie. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- The Book of Snuff and Snuff-Boxes*, by Mattoon M. Curtis. Liveright Publishing Corp., 386 4th Ave., New York 16, N.Y.
- Stamp-Collecting: A Handbook*, by Richard Curle. Alfred A. Knopf, Inc., 501 Madison Ave., New York 22, N.Y.
- Romance of Stamp Collecting*, by Ernest A. Kehr. Thomas Y. Crowell Co., 432 4th Ave., New York 16, N.Y.
- Scott's Standard Postage Stamp Catalogue: The Encyclopedia of Philately*. Scott Publications, Inc., 1 West 47th St., New York 36, N.Y.
- Cavalcade of Toys*, by Ruth & Larry Freeman. Century House, Watkins Glenn, N.Y.
- The Handbook of Old American Toys*, by Louis H. Hergz. Mark Haber & Co., Wethersfield, Conn.
- Dictionary of Discards*, by Frank M. Rich. Association Press, 291 Broadway, New York 7, N.Y.
- Treasures in Truck & Trash*, by Morgan Towne. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

CHAPTER TWENTY-THREE

Nature Hobbies That Pay

BEEKEEPING IS PLEASANT AND PROFITABLE

BEEKEEPING is one of the most widespread and dependable of home money-raising projects. The market is not glutted so there is plenty of room for more folk to join in this fascinating activity. The processes can be easily learned, and profits are assured for anyone who seriously adopts this hobby for part-time, or even full-time, profits.

Properly handled, bees rarely sting you, and in return for the low-cost housing you provide, they work industriously to produce a delectable product. They put in a tremendous amount of time producing for you, and yet they require very little of your time. They almost work for you while you sleep. Also they have this tremendous advantage—*they feed themselves!* Most living things you may raise put you to the labor and cost of feeding. Not so with bees.

You can raise bees almost anywhere within two or three miles of field and garden. You can even raise bees in your bedroom—if you want to! The Associated Press is authority for the report on Henry Lawrence of Ballymena, Ireland, who installed a beehive in his bedroom and acquired a colony of approaching 70,000 bees, most of them flying empty to flowers and returning swollen and loaded with nectar to deposit for his gain. You, in all likelihood, don't want bees in your belfry, but this instance emphasizes the possibilities.

Taking fullest advantage of the possibilities, you who live in areas where there are blossoms can study special opportunities for getting the most desirable flavors. The honey flavor is dependent on the source of the nectar-bearing flowers. Sweet clover, one of the most popular, is mild flavored, while Florida honey may have a spicy flavor. Blends are popular and beekeepers frequently get the greatest profit by packaging assorted flavors in a half-dozen little jars for

gift packages. These are sold direct by mail, at roadside stands, in local shops, or from the home front porch or yard. Profits are highest if you work out ways and means to sell your own product without having to absorb the profit of the middleman. Honey is also sold in the comb or as bulk comb and packed in pails, glass jars, or jugs.

To get into business, you don't have to locate your own bee trees. You can buy bees by the package—complete with a beautiful young queen, hard-working young worker bees, and a few drones. The whole outfit works hard except you and the drones. The queen for about five years is devoted to living on nectar and laying as many as 3000 eggs a day. The workers provide the groceries for her and for the drones (the males who keep the queen happy and do nothing else but live on honey secured by others). Come fall, however, when nectar is hard to find, the busy worker bees throw out the drones to die.

You can experiment with initial packages of bees as you learn how to handle them. Ten or a dozen hives will produce hundreds of pounds of honey. The time to get your package bees is in the spring. You can start with a package or two and without any great area of ground available, get into a truly sizable stage of production—increasing your production as you work out your markets.

Your county agricultural agent, your state agricultural college, or the U. S. Department of Agriculture in Washington will provide you with pamphlets and advice on beekeeping.

HELPFUL BOOKS AND PAMPHLETS FOR BEEKEEPERS

ABC and XYZ of Bee Culture. Encyclopedia. A. I. Root Co., Medina, O.

Beginning with Bees Booklets. Dadant & Sons, Hamilton, Ill.

Starting Right with Bees, by H. G. Rowe, others. A. I. Root Co., Medina, O.

Beekeeping as a Hobby, by Kyle Onstott. Harper & Bros., 49 East 33rd St., New York 16, N.Y.

Beekeeping for Profit and Pleasure, by Addison Webb. The Macmillan Co., 60 5th Ave., New York 11, N.Y.

A Living from Bees, by Frank C. Pellett. Orange Judd Publishing Co., Inc., 15 East 26th St., New York 10, N.Y.

Gleanings in Bee Culture. Magazine. A. I. Root Co., Medina, O.

American Bee Journal. Magazine. Hamilton, Ill.

**RAISING CANARIES, PARAKEETS,
BUDGEREEGAHS, OR MYNAS**

Undoubtedly one of the easiest and most fascinating ways to make money at home is in raising, breeding, training canaries, parakeets, budgereegahs or mynas. If you have one sunny room you can buy cages or make them from orange crates or plywood and wire fronts. You can start with a pair or two of birds, feed them prepared food (they eat little—like birds) or, in some cases, weeds; breed them and sell your product for amazingly high prices.

These profit-making birds will fill your home with color and music and talk. Birds do have their definite requirements that need to be studied, but anyone can easily learn how to care for them. They require little room if you are seeking only pin money—but beware! You may, as many others have done, find them so profitable and pleasant to handle you will want to expand your operations to help fill the millions of dollars' worth of cages that are sold annually in the United States and Canada. The birds are rather easily sold to friends, through signs in your front window, little advertisements in local papers, by direct mail, or in local shops and stores.

Canaries can be raised in almost any climate where they are not exposed to severe weather conditions. They need sunlight and can be fed birdseed or special preparations on sale in shops. The initial pair or pairs can be secured from reliable pet stores. They breed from February to June, producing five to ten or more chicks, and if handled with reasonable care the mortality rate is small. They will breed for six or seven years to your profit. You can properly care for a hundred or more canaries in an hour a day.

The beginner, especially, should concentrate on one breed. Popular breeds are the Yankee warblers, choppers, rollers. Usually you can buy good singers for three to fifteen dollars each, the higher price for top breeders, although the prices vary according to location and season.

Many canary breeders eventually branch out to raise lovebirds, finches, cockateels, and the talking birds. The talking birds will cost more but produce greater profits. You may pay as much as \$75 each for myna birds, and perhaps more for those who have acquired a vocabulary of more than one hundred words. Mr. and Mrs. Carveth Wells owned a myna that became a celebrity on radio. One

evening at a party given by Margery Wilson the Wells' talking myna gave a breath-taking performance ranging from wolf whistles to singing of "The Star-Spangled Banner."

Parakeets have become very popular in recent years and usually can be purchased for \$8.00 to \$10 each. You need a pair for companionship and breeding, but if you think that mamma is the one who does the talking you are mistaken. Only the male goes in for the gift of gab. You can give him that gift of gab in only a few days, teaching as many as twenty-five to perhaps fifty words. The process is to repeat the words over and over and over; or better yet, to repeat one or two or three words over and over on a recording. Make your purchase only from reliable dealers. It is difficult to distinguish a mamma from a papa, especially when they are young. The grown male has a blue color around the nostrils while the female nostril coloring is gray, tan, or brown.

Budgereegahs, like the parakeets, were originally imported from Australia, and have become very popular. Mrs. E. B. Hudelson of Indianapolis became interested in budgereegahs as a hobby. She found they require no very special care and thrived on canary food—only a few pounds a year for a pair. She turned her hobby to profit by training them to talk.

You may bag a pair of budgereegahs for as little as \$25, but the trained talkers bring prices of from \$200 to \$300 per pair. Figure that out for yourself!

Mrs. Ada W. Sanford of Philadelphia has a budgereegah with a reputed vocabulary of more than three hundred words. Her pet Budgie, at four years of age, won't argue politics with you or carry on a running conversation, but you would be surprised at some of the appropriate words or phrases Budgie utters so clearly. Phrases such as one to a schoolgirl, "Going to school? Sad, isn't it?" "Pretty Budgie loves you."

HELPFUL PUBLICATIONS FOR BIRD RAISERS

Canary Breeding for Beginners, by Claude St. John. David McKay Co., Inc., 225 Park Ave., New York 17, N.Y.

Parakeets, Their Care and Breeding. Universal Aviaries, South Bend, Ind.

Teaching Tricks to Canaries and Cage Birds, by Carolyn Knapp. Universal Aviaries, South Bend, Ind.

American Canary Magazine. 2829 North Halsted St., Chicago 14, Ill.

BUTTERFLIES AND MOTHS FOR
ART AND LABORATORY

Perhaps because the "raw materials" are not so readily available, there are comparatively few who indulge in the arts and crafts involving the use of butterflies and moths. For that very reason this field may be particularly lucrative for you if the hobby appeals to you. There is a constant market for beautiful butterfly novelties. There are also markets for those whose interest centers on moths.

There are a number of rarely beautiful articles that can be made by use of brilliantly colored butterflies and some of the more vivid night-flying moths. The moths are usually more subdued in coloring and can be used for contrast tones in your arrangements. Either against plain backgrounds or arranged with dried leaves, twigs, ferns, and grasses, the shimmering beauty of butterflies can be used for pictures, for plaques, jewel and glove boxes, paperweights, within glass hanging against a window, for book ends, and other novelties.

Artistry in butterfly ware has reached a high plane with the products of Margaret Sherbaum of New York. Mrs. Sherbaum became interested in butterflies as a hobby many years ago. For some time she worked in her home producing pictures that delighted her friends and neighbors. The natural result was that markets broadened and finally she opened a small shop on Madison Avenue where she makes and displays her wares.

Not content with simply mounting her beauties, now secured from all parts of the world and in all possible hues, Mrs. Sherbaum developed her own art using tiny knives and sharp scissors to cut the colors she wants from her collection. Using these fragments of colors, she prepares pictures of amazing beauty for her customers. For more than thirty years Mrs. Sherbaum has quietly been profiting from her hobby, and in so doing contributing to the beauty of many homes, for her products retain their beauty indefinitely. Friends and others send butterflies to her from all parts of the world.

Equipment required for butterfly craft work is inexpensive and easy to assemble. You can purchase or make your own net and capture your own supply of butterflies. If you don't find enough of them you can lure them by painting a mixture of water, brown sugar, and rum on trees and plants. Stale beer and molasses daubed on trees will lure and hold drunken night-flying moths. Once netted,

the butterflies can be popped into killer jars with a coating of sodium or potassium cyanide on the bottom and covered with cotton. This is *POISON*. Be careful in handling and storing it. Dry the butterflies by spreading the wings on board or cardboard. Use forceps in handling. Slit the body to make it thinner for mounting purposes. Frames must be deep enough to keep the glass far enough from the mat to give room for the butterfly.

Another way to make money with moths—not the beauties, but the ones that use your choice woollens for dining purposes—has been developed by Mrs. Mary J. Holmes of New Brunswick, N.J. Does that lady have moths! Millions of them. Deliberately and for profit. She even feeds them willingly and keeps them warm with a temperature of 80° and humidity at 60 in series of two-quart jars. For a time she does everything possible to make them contented and happy and to make them grow fruitful and multiply. Then she exposes them to moth repellent materials for a manufacturer—testing ways and means of destroying them.

HELPFUL BOOKS FOR INSECT HOBBYISTS

The Butterfly Book, by William J. Holland. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

Field Guide to the Butterflies, by Alexander B. Klots. Houghton Mifflin Co., 2 Park St., Boston 7, Mass.

How to Collect and Preserve Insects. Free Pamphlet No. 466. Illinois Natural History Survey, Urbana, Ill.

Field Book of Insects of the United States and Canada, by Frank E. Lutz. G. P. Putnam's Sons, 210 Madison Ave., New York 16, N.Y.

The Insect Guide, by Ralph B. Swain. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

Introducing the Insect, by Frederick A. Urquhart. Henry Holt & Co., Inc., 383 Madison Ave., New York 17, N.Y.

FISHPOND "FARMING" IS ON THE INCREASE

Literally thousands of fishponds have been established and stocked and put into profitable production within the last decade, and the number is growing constantly, often with government assistance. This comparatively new method of making money at home is worth serious consideration by landholders who have ponds of a half acre or more, or lowland fed by a creek that can be dammed for flooding to produce a pond.

In some areas this source of income is so new or so little known that holders of such land believe it would be necessary to establish plant life in the ponds to put them to such use. Today large numbers of artificial fishponds are producing great tonnage of fish without established plant life. The U. S. Department of Agriculture, in a bulletin on fishpond management, reports that greatest fish production can be secured when ponds have no rooted aquatic plants at all, but are stocked with a few kinds of fish and fertilized. Commercial fertilizer, when added to pond water, increases the amount of plankton—double the amount of plankton and the amount of fish supported in the pond is approximately doubled.

Farmers and others with sizeable ponds or locations for potential ponds can expect, with proper guidance and operation, to make several hundred dollars' worth grow each year where nothing grew before. Technical details can be mastered by ordinary folk, and information and assistance can be secured through government agencies. Write to your Agricultural Extension Service or the U. S. Department of Agriculture in Washington, where experts are at your service.

Sizable fishponds provide income from the fish taken out for market and from fees secured from individuals and clubs for fishing privileges.

Some of the types of fish best suited for artificial ponds are: large-mouth blackbass, brown or yellow bullheads, black or white crappies, bream and sunfish. There are regulations regarding the taking of game fish in some states, and the laws should be investigated by querying your own state Game and Fish Department, which will also give advice on securing stock for planting from federal or state hatcheries.

HELPFUL PAMPHLETS FOR FISH FARMERS

How to Build a Farm Pond. Miscellaneous Publication No. 259

Farm Fishponds for Food and Good Land Use. Farmers' Bulletin No. 1983

Techniques of Fishpond Management. Miscellaneous Publication No. 528
U. S. Department of Agriculture. Government Printing Office, Washington 25, D.C.

Farm Ponds, by August D. Pistilli. Cornell University Extension Bulletin 771. Cornell University, Ithaca, N.Y.

FROG FARMING IS A PROFITABLE HOBBY

If you establish a fish farm you may have additional swampy area for the raising of frogs, or you can raise them independently—if you sleep well and won't be disturbed by the frog symphony.

Aside from their choral efforts frogs are inoffensive, multiply profusely, produce very edible and marketable saddles, virtually take care of themselves, and to a large extent get their food from Mother Nature without running up huge feed bills. Frogs eat live crawfish, worms, and all kinds of insects; tiny fish, and—the cannibals—other frogs and tadpoles. This cannibal tendency makes it advisable to have separate pools if at all possible.

You can get good breeder frogs for around \$12 a pair, and tadpoles for around \$60 a thousand. They reproduce at about three years of age, the female laying ten to fifteen thousand eggs in the spawning season. It takes fifteen months to two years for frogs to reach the market stage, depending on local conditions. Frogs are very easy to dress, and according to market conditions, sell for from \$3.00 to \$5.00 per dozen.

Mrs. Marie Doisaki, who started raising frogs as a hobby, has developed her frog farm on the outskirts of Los Angeles to the point where she sells around 20,000 annually for breeders and for the market.

A helpful book is:

Handbook of Frogs and Toads: The Frogs and Toads of the United States and Canada, by Anna & Albert Wright. Comstock Publishing Co., 124 Roberts Pl., Ithaca, N.Y.

FLY TYING AND OTHER LURES FOR FISHERMEN

Fishermen who become fussy and tie their own flies, or make other lures to deceive and capture fish sometimes find that their hobby has virtually forced them into a lucrative side-line or full-time business. Although there is a multitude of lures from the assembly lines of big companies, there are numerous fishermen who are never satisfied with the commercial products and want custom-made lures. That is where the hobbyist profits.

Bill Powell of Kansas City was an adept fisherman, but sometimes that big one never struck, or nibbled, and he believed he could

make better lures than he found in the tackle counters. So he set to work designing and producing his own lures and *then into the business of selling them*. His lures were popular and he had to draft members of the family and neighbors to help him on a part-time basis.

The story of the beginnings of the Hoefer Lures and other fly tiers is told by P. A. Ford in *Success Today* magazine: "Leo Hoefer recalls: 'I used to sit in my boat out on a lake and make flies. I made hundreds of them, sitting there with a small vise attached to the side of the boat. My best idea I patented.' He calls it Hoef-Te-Doo.

"Mr. Hoefer is very particular about the materials he uses. The feathers must come from the necks of roosters not more than a year old and they must be unscaled. Then they must be dyed an exact shade. Fish, he thinks, like yellow, red, and brown better than other colors. Hoefer Lures, as a business, is only as big as Mr. Hoefer wants it to be. He just can't let it interfere with his fishing.

"Then there is the company in Prescott, Wisconsin, operated by H. A. Petzold and his three young veteran sons. They make among other lures their famous Cock-A-Toush flies.

"But it hasn't been only men who have found fortunes in this way. Women have the patience, skill, and dexterity the tying of flies requires. Elizabeth Greig can take bits of feather, fur, silk, wool, and tinsel and whip up a fly that will fool any fish. She works in a little workshop in New York known as Angler's Roost.

"And don't forget Miss Jo Ann Durant, of Denver, who attained fame and fortune at the ripe old age of fourteen by tying a tricky trout fly. During 1946, although she was forced by lack of manufacturing capacity to turn down four-fifths of her orders, she still sold something like 10,000 *dozen* flies in Canada, Scotland, Germany, South Africa, and all states of the United States."

Another angle to profit making with fly tying has been remarkably demonstrated by H. J. Noll, who has a fascinating roadside shop on Route 202 near Doylestown, Pennsylvania. During the big depression Mr. Noll, who is an analytical chemist, found himself out of work. He had been an ardent fisherman, making his own flies. He started selling his tailor-made temptations for trout and bass, but soon discovered that many of his customers were more interested in the materials than the finished product. So, with \$15 worth of feathers, he went into the business of supplying materials which he now secures from the far corners of the earth. His hobbies of

fishing and fly tying have for many years provided a fine income.

A large number of fishing enthusiasts have found that it is easy to learn how to tie trout and bass flies and bugs. More often than not they prepare their special flies as a hobby, and occasionally present them to friends, but do not make a practice of selling them. Actually, as has been demonstrated by those who want to profit from the hobby, there is a good market for well-made flies and bugs with sales being made in tackle stores and by direct-mail advertising. A vise and assortment of hooks, feathers, silk thread, etc., in necessary colors costs a very few dollars. Instructions to beginners are usually included with kits of equipment from such organizations as Flylike, 122 West National Ave., Milwaukee, Wisconsin; the Sierra Tackle Company, 4083 Mission Rd., Los Angeles, California; and others.

Wood and plastic craftsmen have little difficulty in making fishing lures for casting and fly rods, the spinners and spoons and the like that appeal to both the fisherman and the fish. Again, the makers of lures have but to study the marketing processes of others and those suggested in this book to turn their hobby into part-time or full-time profits.

HELPFUL BOOKS FOR TACKLE MAKERS

Fly-tying, by William B. Sturgis. Charles Scribner's Sons, 597 5th Ave., New York 17, N.Y.

The Complete Fly Tier, by Reuben Cross. Dodd, Mead & Co., 432 4th Ave., New York 16, N.Y.

The Fly Tier's Handbook, by Horace G. Tapply. Oliver Durrell, Inc., 257 4th Ave., New York 10, N.Y.

Tackle Tinkering, by Horace G. Tapply. A. S. Barnes & Co., Inc., 232 Madison Ave., New York 16, N.Y.

EARTHWORMS TURN A SQUIRMING HOBBY INTO CASH

Take a handful of earthworms, study their diet, home and sex life, and you have a fascinating hobby. Invest \$10 or \$20 and construct a few makeshift boxes, and in a few months you may have not only a hobby but a home income. Tackle your project on a somewhat larger scale and follow instructions on mail-order advertising, and you are on your way to development of a small

business of your own—and you don't have to be on the job seven days a week!

If earthworms have never squirmed their way into your life you may be skeptical of their possibilities. This investigator had many doubts about turning worms into profits until the facts revealed that earthworms can put a man through college. They keep men and women busy in basement or apartment "farming" or utilizing acres for the projects—importing worms from equatorial Brazil and shipping them in dated containers to fishing and gardening areas as far away as Africa.

Consider, for instance, the worms that helped to put George Spanton, war veteran of Long Island City, through his course in business administration in New York University's School of Commerce. After the war Mr. Spanton wanted additional income for himself and his wife so he could complete his education. He met a worm while fishing in a city reservoir and ordered more from a Wisconsin breeder. He studied government bulletins on the subject of worm farming and decided to become a worm merchant. He raised his stock in containers in the basement.

It must immediately be made clear to the uninitiated that the stock raised in the Spanton basement beds are not just ordinary garden worms. They are flat-tailed English reds and for trade purposes he calls them "Ketch-ems." He sells them as products of the Spanton Sport Sales Company. Ordinary garden worms don't breed fast or large enough for sound commercial purposes. He sells the worms to fishermen and sporting goods stores in clear, plastic, labeled containers, largely on a wholesale basis—over half a million worms in a summer season. The worms are packed in a moist mixture of peat moss and humus. They are guaranteed to live for sixty days after delivery. The retail price for a plastic package of worms is eighty-five cents; a smaller thirty-worm pack is offered for fifty cents.

The label tells a good part of the story: "Ketch-ems are preferred over garden worms and nightcrawlers because: Their red color attracts fish; they do not turn white in water. Attached under collar, they remain alive hours longer in water. Extremely tough; they will not cast off hook or break easily. Less expensive; no loss due to dead bait; save leftovers for next trip. No odor or mess; clean, easy to handle. It's been proven even the largest fish feed mostly on small worms and insects. A small active worm will invite strikes from the

laziest fish, even when they aren't biting. Ketch-ems are raised exclusively for fishing. You may find some too small to use. These were not packed but have hatched in the can."

Incidentally, worm raising is a quiet procedure, as worms don't bark, howl, bawl, or bray. You don't have to sit up with them nights. You can leave them and go on vacations without hiring a sitter or sending them to a wormy hotel.

Worms don't demand that they be raised in a teeming New York area. You can raise them almost anywhere, and more and more people are becoming interested in supplying the bait market, some of them inspired by the success of the Hughes Worm Ranch.

The story of this ranch is recounted in the *Reader's Digest* manual on small businesses: "C. H. Hughes, a musician who played on showboats, returned to Tennessee to help the family run its general store. He liked to fish, so he paid some boys to dig worms, which he put in a long box full of soil. Soon other fishermen began calling on him for bait. That gave him an idea for an earthworm farm. Going to the Bureau of Zoological Research at Peoria, Ill., he took a course in the care and feeding of earthworms.

"Hughes started in 1940, and has developed a flourishing direct-by-mail business. At the Hughes Worm Ranch, seven persons dig, count, pack and ship 15,000 to 20,000 worms a day during the season (March 15 to November 15) to bait dealers and individual fishermen in every state and Alaska. The Ranch has 40 brick-enclosed beds 3 feet deep, which contain 7,500,000 worms. Bottoms are lined with fine copper screen to prevent worms from escaping; tops are covered with poultry wire to keep out pests. In November the beds are covered with leaves and the worms are left to breed. A temperature of 40 degrees or warmer is essential."

Leslie Palmer, Harland, Wisconsin, manufacturer and sportsman, also established worm ranching on a sizable scale—doing a \$25,000 annual business. He started it all with three worms imported from near the equator.

That was an unusually small shipment. Some of the worm cowboys and cowgirls report an average shipment of 1500 worms for about \$15. That is the experience credited to Bernice Warner, who started with basement boxes of worms and developed an average annual sale of around 2,000,000 from her Ohio Earthworm Hatchery at Worthington, Ohio.

Miss Warner learned the finer points of earthworm raising by

mail from specialists and sells most of her hatchery product by direct mail. Perhaps you heard her tell about it and also *heard her worms* when she appeared on the radio show, "Hobby Lobby." For a laugh the master of ceremonies asked her if she had ever heard a worm turn. She said she had put some on a sheet of thin paper so the sound "like running water" could be broadcast. All of her worms are raised in her home garden in four low wooden-framed pits roughly ten feet square. The pits are filled with weeds, waste, manure, earth—and worms.

Worms lead an interesting life. Each one is both mamma and papa but needs to meet another mamma-papa worm to become fertile. Then each lays an egg capsule that hatches in about twenty-one days into from two to sixteen tiny threadlike worms that begin almost immediately their customary practice of eating their weight in soil daily and casting off a "compost" that is a by-product for sale by some breeders. A month or more later they are ready for canning. It is usually two or three months before the worms are large enough to be good fishing or breeding worms. Any well-mated, well-fed, self-respecting worm can be expected to lay at least two egg capsules monthly, and they are believed to live for ten or fifteen years under ideal conditions—if not used for bait!

There are many reports of investments of a few dollars in the worm hobby being turned into steady incomes of several hundred a year. If interested, start small. When you have enough stock to sell, place a small advertisement in a sports or garden magazine; or, if you are in fishing territory, in your local papers. It is advisable to aim at the bait and breeder markets first. Later you can direct your attention to possible other outlets, such as game-bird breeders, laboratories, zoos, etc.

A compact booklet, *Raising Hybrid Earthworms for Profit*, is published by Earl B. Shields, Mountain Home, Arkansas.

TAXIDERMY FOR FUN AND PROFIT

Because the technical processes of taxidermy can be easily and quickly learned, and because investment in tools and materials is very small and no great space is required, many thousands of hobbyists have found this to be one of the most profitable of home projects.

Five to ten dollars for one evening or afternoon of labor and less

than a dollar's worth of materials is a commonplace for taxidermists who mount game birds and fish for proud sportsmen.

Once they become interested in this hobby the enthusiasts frequently specialize in one branch, such as mounting or tanning or arrangement of groups. In the arrangement of groups the hobbyist has excellent opportunity for creative work that can be carried to a point of true art. The study of mountings in museums and in books often leads the way for the beginner. Animals or birds arranged in a natural setting on occasion draw a fancy price.

HELPFUL BOOKS AND PAMPHLETS FOR TAXIDERMISTS

Taxidermy, by Leon L. Pray. The Macmillan Co., 60 5th Ave., New York 11, N.Y.

Taxidermy, by J. W. Moyer. Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.

Home Taxidermy for Pleasure and Profit, by Albert B. Farnham. Harding Publishing Co., 174 East Long St., Columbus, O.

Trapping, Tanning and Taxidermy, by Frank Tose. Hunter-Trader-Trap-per Co., 372 South 4th St., Columbus, O.

PRESERVED FLOWERS, WEEDS, CONES, GOURDS, AND DRIFTWOOD

A spare-time hobby for imaginative folk that often turns into a business of sizable proportions is the preserving of flowers, weeds, cones, gourds, and driftwood for decorative purposes. These products frequently find a ready market in specialty shops and flower stores.

Illustrative of the possibilities is this account from the *Reader's Digest* manual of small business: "As a boy of 15, working in a florist's shop, Herman Woodward of New Hampshire decided he could create novel effects with local wild plants and weeds. He began experimenting with dyes and preservatives, and achieved interesting results. He uses native balsam, fir, cones, alder berries, window balls, bittersweet, blue juniper, bayberries, etc.

"Today the establishment which represents florist Woodward's lifelong dream includes a factory, woodworking shop and dye house, in addition to the usual greenhouses. The bouquets he sells are made of such common growths as milkweed, cat-tails, hay, acorns, and

bittersweet, as well as pine cones and bayberry. Materials are gilded or dyed in bright colors by special processes which leave them pliable, and are combined to make winter corsages, or to fill the miniature sleighs, watering troughs, bowls and wheelbarrows made in his workshop and hand-painted in gay designs. In the factory, roping machines produce miles of balsam and pine rope for festooning stores and city streets at holiday time.

"The business illustrates the opportunities for using the materials at hand to start an enterprise."

Woodward started as a young florist, but others have utilized native materials without even his brief professional background. Mrs. Mae Delano of Los Angeles, California, developed her own inexpensive hobby to the point where she produced works of art to grace any wall. She uses locally available flowers, such as cockscombs, larkspurs, pansies and delphiniums, which she dries in sprinkled layers of sand. When the flowers are dry, she designs bouquets, fixes them with transparent glue on heavy cardboards, and frames the beautiful result under convex glass.

There are specialty-minded gardeners who have profited from raising and packaging dried four-leaf clovers. Some of them cultivate their selected plants in greenhouses, and at the Daniels' clover "farm" at St. Petersburg, Florida, they are grown in chemical solutions in trays two feet square.

C. T. Daniels and his family became interested in clover raising while he was chief of the government's telephone system in the Canal Zone. As a hobby they cultivated a strain of clover that produced four leaves. They used the clovers for greeting cards that attracted attention to the point where a greeting-card manufacturer ordered 500,000 four-leaf clovers. An insurance company bought 1,000,000 for business cards. Today the Daniels' "farm" ships three to four million a year. The lucky clovers are used by jewelers in key rings, charms, and tie clasps; and there are novelty products that include the clovers in bill clips and calendars.

Other producers of the lucky leaves have evolved a number of ways in which the clovers can be used in little cellophane folders, for package decorations, and the like.

There are some who "paint" pictures with flower seeds glued to mats; others who use the common bracken fern, wheat, cattails, foxtails, pine cones, and a great variety of other local growths for creation of pictures or foliage displays or dried flower arrangements.

Aleene Hershman of Los Angeles started with \$12 worth of Formosan wood fiber which she used for artificial flower arrangements and developed her hobby into the Fibre and Floral Co., grossing nearly \$1,000,000 a year. Your own source of supply for this profitable hobby may be right in your own garden or in the fields not far away.

If you are reasonably patient you can invest ten or fifteen cents in a packet of seeds and raise gourds that, when dried, lend themselves to a variety of novelty products, such as birdhouses, jewel boxes, bowls, vases, and rattles. Invest another nickel and you can get Farmers Bulletin 1849 from the Government Printing Office, Washington 25, D.C., and it will give you technical detail on how to grow and use gourds for ornamental purposes.

Beachcombing and driftwood collecting have become popular hobbies, and many turn them to profit. Artists and amateurs have found that driftwood, etched by water and sands in the surf and bleached by the sun, can be used for a multitude of decorative articles for sale. Keen eyes discern peculiar bird, animal, and human shapes in gnarled driftwood. Some of the pieces are wired for expensive lamps; others are fashioned into bowls, table and wall decorations, chairs and stools.

Pioneers with this hobby—and they have been followed by thousands of others—are the Weldom Eli Hedleys. Thomas Dreier tells about them: "Everybody in Seminole, Oklahoma, liked Weldom Eli Hedley, but they all thought he was a sort of screwball. He took few things seriously. He laughed his way through the days. A girl who was teaching English in Junior High married him because, as she explained, 'I loved him because he was crazy, too.' Both of them dreamed of escaping from small-town monotony. They didn't get away until they had failed three times in the grocery business.

"With less than \$1,000 in cash, and some clothing and odds and ends they could pack into a car, the Hedleys and their three daughters started for the Pacific Coast. They had no plan. They were out to enjoy themselves. They wandered about in carefree fashion.

"When they got to the coast the kids got excited over the sight of a rainbow. Their dad, in characteristic fashion, said, 'Let's go to the end of it and find the pot of gold.'

"With shouts and laughter they drove in the car to the top of the cliff where the end of the rainbow seemed to be. Of course, there was no rainbow on the cliff top, but there was an old house they

were able to rent for \$15 a month. Having nothing else to do, and because it was great fun, they began collecting things brought in by the sea—old bottles, sun-bleached driftwood, pieces of nets, all sorts of odds and ends. They used some of these to furnish the house. Hedley had imagination and skilled hands.

“Believe it or not, the Hedleys have built a business of around \$100,000 a year. They make all sorts of unusual useful objects out of what the sea brings them and others. Their Trade Winds Trading Company in Hollywood is quite a shop. Department stores put in Beachcomber Shops to sell their wares. The Hedleys prove that it is possible to make money and have a whale of a lot of fun.”

CHAPTER TWENTY-FOUR

More Hobbies and Crafts for Profit

METALCRAFT PRODUCTS ARE MARKETABLE

MEN AND WOMEN who become engrossed in popular metalcraft work as a hobby or as a home income producer find themselves involved in one of the most interesting of all home projects. Although instruction in local craft courses is desirable, there are many who have found that it is not difficult to learn how to turn out salable products by use of books of design and instruction. Beginners are customarily rather surprised to learn that the necessary tools are not expensive and that heavy tables or workbenches, a vise, and an anvil make it possible for them to turn out work that pleases them and their friends and customers—once they have mastered the easily learned processes.

Although there are many metals that can be used, most craftsmen confine themselves to the use of a half dozen most easily worked materials that can be sawed, cut, bent, or hammered into various depths, frequently without heating. Pewter and tin are the most easily worked, and because of low cost are popular with beginners. Copper and sterling and German silver are also easily manipulated,

but because of the higher cost, silver is frequently used for jewelry; other materials for the larger pieces. Brass is also used to advantage, but because it is brittle, is more apt to crack in work. Metal is bought in sheets, sometimes as thin as this page, from craft supply organizations.

By cutting, hammering, bending, soldering, etching, and other processes, a multitude of marketable items are produced. After a few weeks or months of experimenting, women and men who have never used tools before turn out beautiful articles. Henry Steig, a writer and cartoonist, made jewelry for his friends, and some of his wrought-silver pieces attracted so much attention that the demand for them virtually forced him to establish his shop in New York. Many craftsmen make exquisite gifts for their friends and need only adopt the business attitude and methods of operation to turn their hobbies into profit. Mrs. Frances Schimpff and Mary Schimpff of Bloomington, Illinois, carried their craftsmanship to the point of metal art work. They produce coats of arms as jewelry for some of their clients who order their work by mail. But it is not necessary to open a shop or make special designs to produce salable metal objects.

Metalcraft products include ever-popular ash trays, coasters, cigarette and jewel boxes, plaques, vases, bowls, silverware, book ends, a large variety of rings, bracelets, lapel ornaments, and other jewelry, paper knives, desk sets, plates, wall brackets, platters, wall pockets, lamps, and other products desirable as gifts that last indefinitely. *You* can be a metal craftsman if you want to.

HELPFUL BOOKS FOR METALCRAFTSMEN

Art Metalwork with Inexpensive Equipment, by Arthur F. Payne. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Interesting Art Metal Work, by Joseph J. Lukowitz. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Metal Art Crafts, by John G. Miller. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.

Working with Aluminum, by Douglas B. Hobbs. Bruce Publishing Co., 400 North Broadway, Milwaukee 1, Wis.

Copper Work, by Augustus F. Rose. Metal Crafts Supply Co., 10 Thomas St., Providence, R.I.

Pewter—Spun, Wrought and Cast, by Burl N. Osburn & Gordon O. Wilber. International Textbook Co., 1001 Wyoming Ave., Scranton 9, Pa.

Tin-Craft as a Hobby, by Enid Bell. Harper & Bros., 49 East 33rd St., New York 16, N.Y.

COSTUME JEWELRY IS BIG HOME BUSINESS

The making of costume jewelry—sometimes called “junk” jewelry in the trade—has become a more than \$350,000,000 annual business. Much of the output is from factories and much of it, with special and regional appeals, from the home shops of hobbyists.

Anyone observing the glittering heaps of costume jewelry in department stores, gift shops, and roadside stands may be bewildered by the intricate designs and variety of materials such as stones, beads, shells, plastics and metal. Perhaps you already make individual pin backs, foundations, etc., without knowing that virtually everything needed for the making of beautiful costume jewelry can be secured in craft shops. All materials are available—the pin backs, screws for earrings, dress clips, beads and shells and stones by the dozen or the pound.

This is a craft where machinery has never done away with the need for hand skills, and hence this is a field in which the home craftsman can make pin money or more from his products. Stones may be hand-set with a lacquer that dries rapidly, or may be placed with the hand-prong method. Wire by the mile is manufactured by brass and copper mills, and glass or imitation stones may be had in bulk from suppliers. Designs, materials, and detailed instructions are readily available, and the craft can be learned rather easily in your kitchen or parlor or bedroom.

Shellcraft costume jewelry has become particularly popular in recent years. Anyone living near a beach can secure a supply of shells for his home workshop; or shells from all parts of the world are available in beautiful form and color. There are some 70,000 identified species of shells, with hundreds of types harvested by the ton off the Florida coast, particularly on the island of Sanibel, a few miles from Fort Myers. The shell products include lapel pins, artificial flowers, novelty animals, dress clips, barrettes, buttons, earrings, and other marketable items to lure the dollars of ladies whose costumes are no longer complete without some special touch of jewelry.

HELPFUL BOOKS AND PAMPHLETS FOR COSTUME JEWELERS

Creating Jewelry for Fun and Profit, by Andrew Dragunas. Harper & Bros., 49 East 33rd St., New York 16, N.Y.

Jewelry and Enameling, by Greta Pack. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.

How to Make Modern Jewelry, by Charles J. Martin & Victor D'Amico. Simon & Schuster, Inc., 630 5th Ave., New York 20, N.Y.

Hand Made Jewelry: A Manual of Techniques, by Louis Wiener. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.

Handbook on Jewelry Making and Design, by Augustus F. Rose & Antonia Cirino. Davis Press, 44 Portland St., Worcester 8, Mass.

Small Jewelry, by F. R. Smith. Pitman Publishing Corp., 2 West 45th St., New York 36, N.Y.

Jewelry, Gem Cutting, and Metalcraft, by William T. Baxter. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

Gem Hunters Guide. Science & Mechanics Publishing Co., 450 East Ohio St., Chicago 11, Ill.

Shellcraft Publications. Bay Pines, Fla. Get list of pamphlets.

Shellcraft Jewelry. Florida Supply House, Bradenton, Fla.

How to Make Shell Jewelry and Novelties. Gibson's Shellcraft, P.O. Box 565, St. Petersburg, Fla.

MODEL MAKING IN YOUR HOME SHOP

One of the most fascinating and popular of all hobby craft projects is that of model making. Although this craft requires skill and a high degree of patience, it can be turned to profit by the resourceful.

Sometimes model-craft profit is considerable on an individual item of special appeal in a selected field. In his spare time Ralph Babbitt, a hotel proprietor in Livingston, Montana, hammered out beautiful silver and copper trays and novelties, but he was at his best as a model maker. One of his accurate wooden models of an old Yellowstone Park stagecoach that preceded the motor busses caught the fancy and the pocketbook of a collector for a very high price.

Other craftsmen produce airplane models of almost every type, model automobiles, locomotives and railroad cars, ships of many kinds including the ones with full sail in bottles. Some specialize on home or factory models in natural settings for architects and others planning new structures and who want aid in studying proportions and visualizing the finished project.

Models are produced in paper, cardboard, plywood, plaster, plastics, metal, and other materials.

Many of the models, worked out in fine detail, are time-consuming, and prices run high so they must be sold by special arrangement. Many models of a simpler nature can be produced for sale in gift shops and specialty stores.

HELPFUL BOOKS AND PAMPHLETS FOR MODEL MAKERS

The Craft of Model Making, by Thomas Baley. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

Ship Model Building, by Gene Johnson. Cornell Maritime Press, P.O. Box 386, Cambridge, Md.

How To Make a Ship in a Bottle, by Clive Monk. Studio Publications, Inc., 432 4th Ave., New York 16, N.Y.

Mechanix Illustrated Plans. Get list. Fawcett Publications, 67 West 44th St., New York 36, N.Y.

Airplane Model Building, by Gene Johnson. Cornell Maritime Press, P.O. Box 386, Cambridge, Md.

Model Railroad Cyclopedia, by A. C. Kalmbach. Kalmbach Publishing Co., 1027 North 7th St., Milwaukee 3, Wis.

MILLIONS OF DOLLARS IN CONTESTS—BUT . . .

Contests attract millions of hobbyists annually. You can't consider contests without dealing in statistical millions. Millions are paid in cash prizes and more millions of dollars' worth of property is awarded annually to contest winners. Most of the contests are on the level, for the reason that big companies do not put up big money with any risk of phony operations—and, besides, the government postal and lottery laws have teeth in them. But, to stay with the millions for a moment, any contestant should remember that there are millions of competitors, some just dabbling at it, others striving very seriously for the awards. More than 25,000,000 entries may keep hundreds of postmen busy in one big national contest. Your statistical chances of winning are small, but that doesn't prevent your indulging in the hobby so long as you don't start a charge account on your expectancies.

There are smaller contests in which the number of entrants is much smaller, and if you are resourceful or happen to have a special skill, you may cut down the competition immeasurably. A huge per-

centage of entrants in virtually any contest is ruled out simply because they don't follow the rules. Contest managers know how to insert requirements that assist in ruling out the careless. They aren't tricking you. They simply know their contestants.

If you become contest conscious you can rule out many of the stories you read about people who make a fat living year in and year out by entering contests. And one word of warning: Don't get "hooked" by "insiders" who purport to offer solutions.

Many do win contests. You read about them daily. Mrs. Nita Parks of Pasadena, California, won a \$25,000 first prize in a soap contest. Others win hundreds or thousands in baby-picture contests, cooking contests, contests without end. But one of the best "contests" for any man or woman to enter is the suggestion boxes in offices and factories. There are a lot of snide remarks about such boxes, but nevertheless more than \$1,500,000 has been paid in suggestion-system awards in the plants of the Eastman Kodak Company. In 1953, Kenneth F. Downs, a toolmaker, made a suggestion for shop operation and was paid \$5000 for it. The New York State Employees' Merit Award Board paid \$600 to Fred G. Kimball for one of his suggestions; part of hundreds of thousands awarded by this board. This type of suggestion contest with fellow employees is one of the soundest for the hobbyist to consider. While not essentially prize contests, the worker simply takes advantage of his special location on the job and may well consider these awards in the light of prize returns. This may tempt you: the total of such awards has been estimated at \$75,000,000 annually.

If, however, you prefer stiffer competition and make a hobby of prize contests, do this: Read the rules carefully and follow them in exact detail; study the product carefully; work hard on your entry and don't be careless; make it neat and clear and get your entry in on time.

A helpful book for contestants is:

How to Win Prize Contests, by William Sunners. Arco Publishing Co., 480 Lexington Ave., New York 17, N.Y.

CANDLEMAKING IN KITCHEN OR BASEMENT

Candlemaking can be your home craft in kitchen or cellar or wherever else you may have facilities to keep kettles boiling. The hobby can be easily learned and practiced for profit. There are in-

stances in which candlemaking virtually forced hobbyists into establishing small factories to meet the demand for their products. It happened to the Bakers.

"One Christmas Mrs. Mabel Kimball Baker, wife of a Cape Cod merchant, made some hand-dipped candles from the wax of local bayberries for presents for her friends," according to a *Reader's Digest* pamphlet, *A Business of Your Own*. "So enthusiastically were they received that she employed a few neighbors and began to make candles to be sold in her husband's store, gathering the bayberries by day and rendering the wax and dipping the candles during the long evenings. A Boston stationer, sensing the salability of these novel candles, ordered 12 boxes—and a new Cape Cod industry was born.

"Mr. Baker sold his store, built a modern candle factory, hired several salesmen, and appointed distributing agents. Many of the candles were produced which were solid color throughout. A wide variety of interesting shapes was developed—well-known colonial characters, lighthouses, etc. Other Cape Cod souvenirs were added to the line.

"The Colonial Candle Co., which became a flourishing business employing between 70 and 80 people in the busy season, was built on a shrub which had grown in that region before the Mayflower landed. Many other parts of the country doubtless offer similar opportunities for novelties characteristic of the section."

Basic principles of candlemaking are easy to master in your own home. Your success will depend on your own ingenuity in manufacture and resourcefulness in marketing. Hand-dipped candles such as your forebears fashioned can be made by using a large kettle. For a foot-long candle you should fill the kettle a foot deep with water. When the water boils reduce your flame to keep it hot and add a half pound or so of paraffin, which will soften quickly and melt and float in a layer atop the water. Dip your string or wick down into the kettle and pull it out and let the layer of paraffin on the wick harden. Dip and harden. Dip and harden. Build the candle to the desired thickness. You speed up such a process by fastening several wicks to a frame so that several candles are dipped at once.

Resourceful candle dippers work out a variety of candles, often using colored and perfumed mixes. Home candlemaking can be made an art.

Danny and Patty Perlmutter of Woodstock, New York, became so

fascinated with candle craft, and they developed figures of such artistry that buyers kept them as showpieces and refused to burn them. Mr. and Mrs. Perlmutter decided that home was too small for their operations and invested \$22 in cash for equipment of their initial factory in an abandoned schoolhouse in Woodstock. Demand for their products grew and tourists flocked to view their processes.

Home craftsmen who don't want to make their own candles can buy plain candles and by application of designs and decorations, ribbons and figures, bells, sequins, and colors multiply the original candle value many times. Specially designed and decorated candles for special occasions such as holidays and anniversaries frequently find a ready market.

There is always a market for other than hand-dipped candles, and many craftsmen find it easier and quicker to mold the paraffin wax in containers such as jelly and cookie tins. Molds can also be bought from supply houses, and with them candlemakers can form statuettes, animal models, and a variety of other shapes. Large-base candles can be made by using muffin tins, centers of wax forms being hollowed out to permit insertion of pieces of commercial candles. Wanted colors can be secured by melting colored wax crayons with the paraffin. Many delightful combinations of colors are possible and make these home products salable.

A helpful book is:

Candlemaking, by William W. Klenke. Charles A. Bennett Co., 237 North Monroe St., Peoria 3, Ill.

LAMPS AND SHADES ARE PROFITABLE

No great craftsmanship is required to produce lamps from almost anything, and lamp shades can be made from a variety of materials such as parchment, linen, paper, silk, and plastics. Unusual lamps that are well made find a ready market in shops and sometimes at the roadside. These non-assembly-line lamps can be made from chunks of tree limbs, driftwood, old bottles, jars, coffee or beer cans, or from a large variety of glassware available in "dime" stores. Once transformed, wired, and given attractive shades, lamps that cost a few cents may sell for several dollars. Frequently they sell for many times the material costs.

Harry J. Miller, whose summer place is in Bucks County, near the famous colony at New Hope, Pennsylvania, has reported in

Mechanix Illustrated magazine that he makes around \$3000 a year in spare time and summer vacations when he is not teaching. His artistic products range in price from a few dollars to as much as \$50 for a lamp that may have cost \$12 including materials. Frequently he makes his valued lamps from junk pipe and bottles that he has retrieved from trash.

Women have joined the ranks of the lamp and lamp-shade makers who profit from their spare-time hobby. Mrs. Mary Corson of Plymouth Meeting, Pennsylvania, using a discarded lamp shade as a pattern, simple instruments such as shears and razor blades, and tracing papers, taught herself to make artistic lamp shades. She tailors some of her special-order shades to match decorations in specific rooms and makes \$6.00 to \$10 each for the shades.

Pennsylvania craftsmen, and they are legion, have no patent on craft profits. Charles Hall, who was stricken with arthritis, went to California. He went into Death Valley in a trailer and finally moved his family to Arizona and was confronted with making a living in the desert areas that made life bearable for him. He collected colored sands in souvenir tubes and began to make desert novelties with the materials available. As his products sold, he puts his operations on a business instead of a hobby basis.

He found that he could make attractive lamps from gnarled cactus, but the one-at-a-time method slowed down his production. He adopted factory methods that permitted him to produce ten lamps instead of one in the same period. He had others collect raw cactus, bought electrical supplies wholesale, handled each process of stripping, cutting, and wiring, etc., on an assembly-line basis. By such means he was able to produce rapidly enough to sell his products wholesale. He expanded his line, produced stencils and his own lamp shades, and set up his Hallcraft Company, doing a comfortable business.

The popular-science magazines, *Profitable Hobbies*, and others frequently present plans for making lamps out of unusual materials.

HELPFUL READING FOR LAMP-SHADE MAKERS

How to Make Lampshades of Plastics, Parchment or Paper. Bulletin No. 298, by J. E. Marion & R. J. Peck. Michigan State College Extension Service, East Lansing, Mich.

Lamp Shades and How to Make Them, by E. Kropp. D. M. Campana Art Co., 442 North Wells St., Chicago, Ill.

COSMETICS FROM KITCHEN, ATTIC, OR BASEMENT

Although many of the new, highly publicized cosmetics come from the laboratories of established specialists, there are experimentally minded men and women who develop new and profitable beauty preparations almost anywhere in the home. And it was from old and guarded or new and guarded recipes developed in the home that most of the outstanding cosmetic queens got their starts. Elizabeth Arden, Helena Rubinstein, and Dorothy Gray first mixed their batches of beauty by hand.

Mary Boffey, a West Coast newspaper writer, years ago devised her first beauty creams at home, and later established her Belcano plant in Jersey City, sending specialist saleswomen from door to door, tailoring beauty products to individuals.

The field, however, is not restricted to women only. Soon after he was graduated from the University of Wisconsin, George Barr was in an automobile accident that forced him out of his first job. Despite his handicap resulting from the accident he worked out a new formula for a hair-wave set. He made it at night and sold it during the day to drugstores and beauty shops. Within four years he had nearly a score of helpers, and in later years his drug and cosmetic line was a multimillion-dollar Chicago business.

Even if you haven't training in chemistry, by observation and development of an idea you may find yourself in the cosmetic business. A Cincinnati surgeon developed a formula to keep his hands from perspiring during operations. His daughter, Edna Murphy, knowing her women, had an idea that the preparation could be sold to women to prevent underarm perspiration and odor. Using her father's formula as a foundation, she worked out her preparation, Odo-ro-no, making the product in her kitchen at night. Daytimes she sold the preparation from door to door to women who recognized that she had a product that met a need. Before long she had help in manufacturing and distributing, and had developed a business worth a fortune.

Although the cosmetic field is one of the most highly competitive, the very fact that so many millions are spent annually for beauty preparations makes it a field well worth study by those who are interested. There is always room for a new product that catches the

public fancy, and it is well known that the buyers of such products will try and try again to capture the elusive qualities of personal attraction. You may develop a preparation that can be launched locally and then attract sectional and national markets. All along the way, however, you should carefully investigate the laws governing the advertising and sale and labeling of such products.

Cosmetics and How to Make Them, by Robert Bushby. Pitman Publishing Corp., 3 West 45th St., New York 36, N.Y.

Formulas for Toilet and Household Preparations. Free leaflet. U. S. Department of Commerce, Office of Domestic Commerce, Washington 25, D.C.

Part Four

MONEY FOR YOUR KITCHEN
PRODUCTS AND SERVICES

CHAPTER TWENTY-FIVE

What Are You Waiting For?

WHAT ARE YOU waiting for? If you can cook, whether you live in city, small town, or country, you can go into business at home with your skill, some recipes, a few pots and pans, and wood, coal, gas, or electric flames. There are thousands of men and women the country over who are making good supplemental incomes in this way, and many have developed their home projects into substantial full-time business operations.

Naturally you won't rush to the kitchen and start turning out your own delectable product without first developing a plan for your project. One of your steps after deciding to test this field is to determine about how much time you want to devote to your enterprise—an hour or two a day, a half day, nearly full time? This will be determined by your own situation and whether you are seeking a comparatively small money-maker or intend to strive for sizable income. This decision is of the utmost importance, for it will have a direct bearing on the selection of the item or items you want to produce and sell.

You may be of professional status in your kitchen, but an amateur at packaging and marketing, so it is recommended that serious consideration be given to making a start on a small money-making project which may involve the perishable products, such as cakes and pies and candies, that require no addition to your equipment, and an extremely small investment for the various tests you will want to make. You can later graduate into the luxury products that require more investment in packaging and marketing. Even if you decide on only a part-time project, it is amazing how often such a home business grows in the course of a few weeks or months, so you can scarcely resist expanding your operations. Frequently a woman starts such a home activity and winds up with her husband deserting his regular employment, neighbors drafted to help fill orders, and the entire family involved in an independent home enterprise.

Another important step is consideration of your market. If you

see a good beginning market among your friends and in your own immediate neighborhood, you may select items that are rather perishable; but if you are in the country you may want to specialize in products that can be canned or bottled or crated and preserved so that marketing waste is minimized. There is almost always room for a new and high-quality homemade food specialty in the women's exchanges, at the corner grocery or delicatessen, gift shops, and the like. Your own connections can open these doors. There is also the realm of direct mail, discussed in other chapters, and display advertising for special items. You should keep in mind that your product should be one that others would find impossible to make because of their own lack of skill or facilities, or because it is something that takes more time than they want to devote to cooking. If possible, offer a product that sells in many communities, but is not available in your local area.

FOUR MAJOR CHOICES FOR YOU

There are four rather basic divisions for you to consider in planning your kitchen money-maker:

1. Fancy specialty items of the kind you find in the premium-price food stores—luxury specialties where often the flossy packages cost more than the items enclosed. For instance, you may have seen special reusable bottles of a few ounces of mustard packed in reusable baskets, priced at nearly \$5.00. That is extreme, but soon you will read about fruitcake bites dipped in rum and packaged like bonbons for a beautiful gift, and other such items.
2. Good basic homemade foods of better quality than most women can produce, such as cookies and cakes and bread, and other items that many women avoid making. These items often have the ingredients and appearance and old-fashioned appeal of foods not flowing from production-line machine bakers.
3. Regional specialties which may be involved in the other two divisions, but produced to lure the dollars of tourists and others seeking change—pralines and shrimp in the South, beach plum jellies on Cape Cod, maple syrup and maple sugar in Vermont, and the like.
4. Catering services and products.

In selecting your item or line of products you should give first consideration to *things you like to make*; some specialty that has

won the favor of family and friends and neighbors; a product you are sure of; a product, especially, that isn't easy for others to make because of lack of skill or inclination. If, however, you are simply a good all-purpose cook and have no special inclinations, that shouldn't stop you at the kitchen door; pick something for which you are sure there is a need and demand, and adopt it as your specialty, and make it better than almost anyone else can make it.

The items from which you may select your specialty are almost as limitless as the resourcefulness of an enterprising woman—or man—who can cook. Some of the old reliables include various jellies and preserves that are better than the “mill run”; spiced crab apples and peaches; pickles like Grandmother used to make; homemade bread and cakes and cookies with imagination in the presentation to customers. The ingeniously mixed sauces and luxury items may involve more difficulty, but may invite a more exclusive group of customers, and when produced in quantity provide greater profits for the time and small investment expended.

As you develop your plan for operation, you will see the need for keeping accurate records of the costs involved. When you come to setting the prices to repay your investment of materials and time you will be somewhat on your own, but reasonably safe if you hold to the rough formula of a price that is triple the cost of the ingredients. You will, no doubt, find that your return for your time is lower when small quantities are involved, and that income mounts as your volume of production and sales increases. And, of course, competitive prices have a bearing on your charges—but never underestimate a willingness of customers to pay well for especially appealing homemade items that definitely rate a premium price.

Another business angle that is involved makes it advisable for you to check at your village or city hall to determine if any licenses are required in your area. A visit or a telephone call to your local health authorities will give you information regarding any special requirements that may prevail locally.

City, county, state and federal experts by the thousands are standing by, ready to help you with competent advice on virtually every problem that may arise in connection with your home business. Use them. *Your business adventure is their business. They will work for you with kindness and understanding and specialized knowledge.* Send your letters with *specific* inquiries, and if one specialist can't help you, or you have addressed the wrong department, you will be

guided to an expert best able to help with your special problems. The United States Department of Agriculture in Washington, through its Bureau of Human Nutrition and Home Economics, and its Production and Marketing Administration, will be extremely helpful. You can also rely on the Small Business Advisory Unit, Bureau of Domestic Commerce, U. S. Department of Commerce, Washington 25, D.C., for pamphlets and specific advice on any peculiar business problems that may arise. There are also your state department of health, state department of commerce, state department of agriculture, university extension departments, and, in many areas, county home-demonstration agents are available for direct personal service. Inquiries at the city hall and county courthouse will put you in touch with the proper departments and individuals in your local area.

Many illustrations of the successful operation of home kitchen businesses by other women and men will be found in the following chapters. The cases include many beginners, and there are also illustrations, worth careful study, of individuals and groups who started as amateurs and developed highly remunerative lines of food products.

CHAPTER TWENTY-SIX

Fancy Food Specialties from Home Kitchens

FANCY FOOD specialties produced in your own home kitchen with present equipment and sold at fancy prices in local shops and by direct mail, even before opening the general markets of the large specialty shops, invite the study and analysis of man-and-woman or husband-and-wife teams who want to make money at home. There is no better preliminary to such operations than to review a few cases of those who have successfully shown the way to others and proved beyond any doubt the large profits and pleasure to be had in this field.

Before examining the possibilities, however, you should heed this

warning. You may start such a small home business and find before long that your home business demands expansion, and it is no longer a home activity, but a more or less full-time profitable business that commands your attention. If your product is unique and extra special, and you are resourceful, you may be amazed at how others will give you a helping hand and almost force you into a larger business activity than you originally contemplated. You find that pattern of a part-time home kitchen start, with almost forced development into a thriving business, running through case after case of the fancy food producers.

Typical snapshots of home-kitchen-into-thriving-business are these:

"It all started when I worked out a mixture of sugar, lemon and orange that would make a base for better old fashioned cocktails and other uses," says Eleanor C. Coolidge, who, with her husband, William H. Coolidge, has developed the Kettle Cove Products.

It all started when Dorothy Chase "invaded" her housekeeping funds for \$10 and put her herring in cream into jars and began the Betty Lee Food Products.

It all started when Mrs. George Riker and Mrs. C. Mortimer Roberts, in their home kitchens, started producing sauces for sale to raise funds for a church guild—and now they have eight rich sauces for ice cream coming from Holiday House and selling from coast to coast.

It all started in the home kitchen! That is the beginning of the story for countless individuals who are today cashing in on their food specialties. So let's examine some of these developments in detail and see what makes them "tick." As you read these cases consider your own possibilities—the old family recipes, the specialty you may have used to the delight of your friends, or the fancy foods others may have served to you that could be put on the market.

MONEY-MAKING ORANGE SLICES

Bill and Eleanor Coolidge were thoughtful hosts. They tried to have things nice for their guests, and Eleanor was one who enjoyed experimenting to develop tasty morsels. Bill prepared refreshments carefully. Both were a bit bothered by the waste of fruit when a few old-fashioned ones were mixed for a group. And Bill wanted to simplify serving of the fruit on their cruiser. They studied the problem

and put fruit in jars for cruises. It remained good for a time, but would later ferment. That problem was finally solved by experiment in the Coolidge kitchen. Friends wanted jars of the easy-to-use preserved mixing fruit. They urged the Coolidges to prepare more and for sale. One day Eleanor Coolidge put up several jars that were sold as gifts by a nearby specialty shop. Repeat orders flowed in, but at that time the Coolidges were only toying with the idea of a home product business.

One day Mrs. Coolidge had a letter from the noted fancy grocer, S. S. Pierce of Boston, asking for prices on several gross of the jars. She knew she hadn't the equipment to turn out such quantities and tossed the letter into a wastebasket. The Pierce company later sent a representative to see her to urge a large-scale production of the product, and there she had a beginning large market assured and the home kitchen operators were forced to establish a business kitchen and plant outside their home.

Such ideas and businesses have a way of "breeding," and today the Kettle Cove Industries, Inc., of Manchester, Massachusetts, has a score of delightful food products and a national and foreign market. With folksy mailing pieces that tell the story of the development of their products the Coolidges use magazines and direct-letter mailings to reach their growing market. Their products include beautifully packaged and ribboned assortments; and individual items such as candied orange peels, treats for the breakfast and tea tray, chocolate-dipped orange peel, samples for the barman which include orange or lime slices, mint syrup, maraschino cherries in orange syrup, cherries *flambé*, butterscotch sauce, etc. Some of the products are in daintily decorated jars good for reuse, and acetate boxes, also good for other purposes. Included with their products are a number of recipes that call for use of their specialties. The quality of the products is kept high and is priced to pay for the quality and the especially inviting gift packaging that has resulted in multiple repeat orders.

One of the "secrets" of the success of Kettle Cove Industries is revealed by Mr. Coolidge. They have quality mixtures and recipes that give them a "monopoly value" in their products. At one time they produced a simple rum-flavored chocolate, and within a few months after it was on the market it was being imitated by others who, with mass production, could undersell them and make their

product commonplace. They dropped the item immediately and have concentrated since then on their own exclusive formulas.

It follows, of course, that when a home business expands to the point where additional help must be employed, there is a rash of bookkeeping detail involving taxes; and also there are the regulations that apply to confections and other foodstuffs offered for sale. The Coolidges feel that no comparatively small operator can afford to employ legal and other special help, and that state and federal agencies are very helpful in working out problems with the smaller producers.

PROFITABLE SAUCES FOR ICE CREAM

Illustrative of the way in which one successful home business can inspire another is the story of Rosemary's Delicacies from a kitchen in Grand Rapids, Michigan. Ginnie Riker and Kitty Roberts, friends, knew two women who had experienced an early success in selling a French dressing called Ep-i-say. When they wanted to participate in a fund-raising campaign for the woman's guild of Grace Episcopal Church they decided to work in their kitchens producing sauces for use on ice cream.

Their sauces sold so well their kitchens were dominated by production, to the delight and dismay of their husbands, who soon encouraged them to secure a separate kitchen for their operations. Using home-style methods, these enterprising women produce sauces in eight flavors: chocolate rum, chocolate Mocha, chocolate peppermint, chocolate fudge, butter rum, butterscotch, sherry butterscotch, and caramel.

As each of the enterprisers has a daughter named Rosemary "for remembrance," they named their sauces Rosemary's Delicacies. They package the product in ten-ounce, wide-mouthed, screw-topped jars, priced at about \$1.00 each. They have also developed specially designed gift packages and strong mailing cartons to serve the mail-order trade as well as the shops specializing in gift packages.

FRENCH DRESSING SMARTLY PACKAGED

Mrs. Donald Ross created her own French dressing, subtly flavored so that it is equally usable on fruits, tossed green salads, or

deviled eggs. The big secret of her success—an imaginative container. She calls it 55 French Dressing, from her home address (55 Remsen St., Brooklyn) and the label displays her doorway. She packages it in a handsome apothecary jar that can be served on the table, and sells refills in larger containers. She came, product in hand, to the Department of Commerce for marketing aid. She got help on economical sources of supply for ingredients, shipping containers, possible retail outlets. Altman's in New York and Abraham and Straus in Brooklyn were enlisted as customers. Many other stores followed. When she began, she sold twelve jars a week—now she sells sixty dozen in a slow week.

HERRING IN CREAM AND THE SUCCESS PATTERN

A pattern as clear as the A B C's emerges from study of large numbers of successful home kitchen productions of food specialties. One of the best-known and most dramatic stories of such operations involves Mrs. Dorothy Chase and her Mamaroneck, New York, home basement business beginning.

Here is the pattern in rough:

1. The need or desire, or both, for additional pin-money income. Mr. Chase is severely ill and doctor and druggist bills are in the mails!
2. A resourceful woman considers possible ways to make money at home.
3. Decision, with a neighbor, to sell to friends and relatives jars of tasty herring in cream that they make from a recipe found in an ordinary cookbook.
4. Systematizing of their work in the home kitchen; positive action in support of their decision; production of the specialty in a small way.
5. Solution of the problem of packaging by rounding up jars of their own and from the attics and basements of friends. A simple, home-improvised label for the jars.
6. Notifying of friends and relatives that they are "in business."
7. Repeat orders! They *are* in business, holding always to a high-quality product as a basic policy of the business, buying the cream and herring at retail, which put their costs and prices comparatively high at the outset.
8. An order for a sizable shipment from a specialty food store, and

now they really are in business. Mrs. Chase gets advice from the New York Woman's Program consultants on labels, packaging, and marketing.

9. The business outgrows the home kitchen facilities and the friends-and-neighbors stage of development, and Mrs. Chase buys out her partner.
10. The setting up of a "home kitchen" with meager investment in equipment in a low-rental store space, and employment of two women to help prepare and package the product.
11. With facilities available to increase volume, the first year's gross business was nearly \$10,000, and in five years around \$100,000. Mr. Chase was drafted as a partner. The herring is now purchased wholesale by the ton and onions by the shipload, and other ingredients in proportion for processing in a modern kitchen-factory. Some fifty employees turn out about a thousand jars a day. The product is packaged in specially designed jars proudly bearing professionally designed labels in hundreds of food stores.
12. The original food specialty item almost demanded the addition of other products, such as herring in wine sauce, *smörgåsbord* herring "bits," and a specially developed spaghetti sauce.

SPAGHETTI SAUCE

FROM A HOME BASEMENT KITCHEN

Because of the necessity for a large volume of sales it might seem that it is easier for a Mrs. Chase to link spaghetti sauce to an established line of products than to start with it as a single item. However, Mrs. Louis Boucher of St. Paul, Minnesota, put it over. Interestingly enough, all husbands should be warned that they may find themselves in a new business once the missus goes after a home product income. Note what happened to various husbands in the foregoing illustrations.

Mr. Boucher was minding his own business and doing all right as a salesman for a Minneapolis milling company when his wife decided to make and sell spaghetti sauce from her home kitchen. Mr. Boucher was in line for a vice-presidency in his company, but—almost before he knew what was going on—his wife had proved the salability of her sauce and he quit his work to set up a factory-kitchen to take over the business that grew out of the home kitchen.

The story repeats itself. Mrs. Boucher had entertained groups of friends with her spaghetti dinners. The friends asked her to make sauce for them. They told their friends about her delicious sauce. Friends of friends told friends of friends. The Bouchers lined up ten small laundry stoves in the basement and began production. In less than two months orders exceeded capacity of the basement stoves and it was at this stage that the milling industry lost a good potential vice-president and the Booshay Spaghetti Sauce was launched on a large scale that attracted the attention of radio and television stations and food editors of newspapers and magazines. The new product was given invaluable free publicity. This home project not only uprooted Mr. Boucher from his milling career; it finally resulted in their moving to Banning, California, and setting up their Western plant.

VIRGINIA-CURED HAM AND PUBLICITY

More than once the home money earner finds that when an exceptionally good product is made available there are numerous folk who help to open markets. In the preceding cases there was the invaluable free publicity given by friends, and that extends to the air waves and published columns and even books such as this.

Harry Botsford, whose magazine articles turn taste buds into fountains, related in *Your Life* magazine how Clementine Paddleford, noted food commentator, helped a woman sell her Virginia-cured hams. But let Botsford tell the story:

"Down in the little town of Halifax, Virginia, there's a charming and busy woman who can tell you that it does pay to take a second look at the cupboard. Her name is Mary Watkins McLaughlin. She suddenly found herself faced with the responsibility of raising two children. She was confronted with the inescapable fact that she must make her living and do it at home. As she looked through her cupboard she found that it was indeed rather barren of assets. Her second look revealed a recipe for curing and cooking country hams, a treasured formula that had been in the possession of the Watkins family even prior to the Revolutionary War.

"She set to work with this single asset. She purchased hams from lean, peanut-fed hogs—and they had to be good hams to pass her critical examination. She cured them in the traditional, unhurried manner. It meant waiting two years before the hams were properly

aged and ready to market, for a true Virginia ham can't be hurried. She refused to take a single short-cut; she made time her ally, not her enemy.

"Clementine Paddleford, food commentator to millions of readers, tasted Mary McLaughlin's Smokehouse Hams, cheered mightily, and said nice things about the product. Other food experts tasted and were convinced. Orders started to flow into Halifax. Mary Watkins McLaughlin came to New York in 1950 and rather timidly approached a food distributor who specializes in luxury and semi-luxury items. *She left with an order for 300 of her famous hams!* She visited another such establishment and again walked out with a substantial order. Most of her troubles are now over—thanks to that second look in the cupboard."

PROFITABLE SEAFOOD SPECIALTIES

Home income makers who live in or near the seacoast areas where nature has done the "planting" and all man must do is harvest and prepare and market can find opportunities in preparation of seafood specialties.

On the East Coast Rose Vergano decided to desert her skill as a fine dressmaker and concentrate on seafood recipes she and her friends enjoyed. That was in 1946, and a very few years later she had developed a line of twelve seafood specialties and had ten to twenty employees, according to pressure of seasonal demands. She bought seafood at the fish markets and prepared appetizers, caviar made from sea urchins, broiled eels, etc., that became a \$200,000 annual business.

Nature planted, fishermen harvested, and Ellen Grey dusted off Grandma's recipe for deviled crab and went to work in her home kitchen. That was not long after she was graduated from college in 1943. She made arrangements with a local fish market to devil some of their crab meat and sell it for good prices. She began using so many crabs that it is inaccurately claimed that the crabs themselves spread the word and became harder to find. At any rate that was the beginning of her line of seafood specialties, which became so popular she had to branch out and open a little shop of her own in New York City, providing not only crab meat specialties, but imported products and additional homemade foods, such as turtle and onion soups.

SELECTION OF YOUR OWN FOOD SPECIALTY

Nearly all of the food specialties on the market today can be traced to beginnings such as those outlined in these pages. In making your own selection you should keep in mind that it is advisable to start small and then build according to your own resourcefulness and the appeal of your specialty.

In selecting your own specialty you should consider examination of cookbooks, old and new, and revival of unusual and appealing items. You should consider any special items for which you may have been praised by family or friends—items you may have had featured at club and church affairs, or with which you have won ribbons in fairs and other exhibits. You should consider the items served by friends that have had special appeal to the palate.

And in making your selection give careful consideration to possible advertising appeals attached to the item. These appeals may be to the eye and the mind if an interesting background story attaches to your product; they may be regional, a stressing of the old-fashioned, the homey, something that lifts your product out of the ordinary. For instance, there is just plain ordinary smoked turkey. So where is the special appeal? Mr. and Mrs. Max Blitzer market over 20,000 specially smoked turkeys annually at about \$10 each. The difference between the ordinary product and the Blitzer turkeys is that they use a formula for curing that was used by the royal houses of Austria-Hungary and Germany centuries ago; a formula given to the Blitzers by an old neighbor they had befriended during his long illness. Their fine product and the appeal of the ancient formula makes their turkeys more desirable and distinctive and more readily marketable.

Make sure that the food specialty you offer has some definite appeal of its own. Keep the quality high, the packaging inviting, so that it will appeal to buyers who seek something different, something not found on the ordinary chain-store counters, a quality product of special appeal that makes it possible for you to charge the premium prices many are willing to pay for especially entrancing foods.

Following are suggestions designed to help you in selecting your home food specialty:

1. Have you a special recipe or formula of your own creation, or

can you develop a secret process of your own, as did the Kettle Cove Coolidges?

2. Study your recipe books. Is there some recipe that with your own special touch you can make your own, something deliciously different and appealing?
3. Haunt your libraries, searching for old cookbooks. If you have or can find in the attic or basement or old desk drawers the old cookbooks your mother or grandmother used, you may have a gold mine in your grasp. Try some of the old concoctions, even if it is difficult to get the same old ingredients.
4. Do some research in old literature—and the new—for mention of old dishes. A few years ago Kenneth Roberts gave the recipe for hot buttered rum in one of his noted novels and started a revival of interest in that concoction. Talk with your own grandma or grandmas in your neighborhood or in old-folks homes, and they may give you leads on the foods that appealed to the men and women of another generation.
5. Just as many folk yearn for antique furniture, they go for old foods—if delicious. You may have to take special action to get the old-style ingredients, because so many of the modern foods have been so refined they have lost their original flavors and qualities. Much of this has been due to desire to remove oils, etc., and make modern foods less subject to spoilage in storage. In most stores, for instance, just try to find the coarse-ground corn meal such as Grandma used to use. If you use old processes you may have an advertising appeal that will help to sell your product.
6. When your search narrows down you may find that you have a number of recipes for use on cards, or printed on sheets or in a little booklet, to include as an added attraction with your specialty offering.
7. Consider and search the books dealing with foreign delicacies—the French, the German, Italian, Spanish, etc.
8. Play with the possibilities of offering the international recipe or food specialty of the month for the exploring and enterprising hostess.
9. Go to the luxury food specialty stores and loiter by their shelves and counters. Study the items being offered, the high prices, the packages, the labels. Despite the broad array of items you may

find the one that is missing that you can supply, or a product *you* can make better.

10. Discuss your desire for a food specialty with your friends. Frequently there are men and women who are more than generous with suggestions they never intend to use for themselves, or they may have heard of some rare and delicious food that you can adopt for your own exploitation.

HELPFUL BOOKS FOR FANCY FOOD SPECIALISTS

A B C of Spice Cookery, Betty Lane, editor. American Spice Trade Assn., 350 5th Ave., New York 1, N.Y.

The Art of Cooking With Herbs and Spices, by Milo Miloradovich. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

The Standard Wine Cook Book, by Anne Director. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

American Wine Cook Book, by Ted Hatch. G. P. Putnam's Sons, 210 Madison Ave., New York 16, N.Y.

Ida Bailey Allen's Wines and Spirits Cook Book, by Ida Bailey Allen. Simon & Schuster, Inc., 630 5th Ave., New York 20, N.Y.

The Wine Cook Book, by Cora Brown & Others. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.

The Art of Fish Cookery, by Milo Miloradovich. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

The Book of Sauces, by Ambrose Heath. Transatlantic Arts, Forest Hills, N.Y.

See helpful books listed in other food chapters.

CHAPTER TWENTY-SEVEN

How to Profit from Homemade Confections

MANY OF THE principles applying to the home-kitchen food specialties apply to homemade confections. Countless thousands of men and women are skillful in making of candies, but they are content to maintain their amateur standing with production for their own pleasure and that of their friends. There are many of these who from time to time put their products on the market and develop a

steady home-kitchen-made income. Those who succeed at it are the ones who are resourceful in their packaging and marketing of superior products.

One such success is Mrs. Julia Stevens Kraft of Chicago. Her story is one that may well inspire others to make a small beginning that can have an amazing growth. Mrs. Kraft wanted a part-time home-kitchen project that would bring in some pin money. When she stirred up a fire in her wood-burning stove in her farm kitchen and put on some of her favorite fudge, she didn't have any idea that she was starting a home business that would eventually employ some five hundred people and do a business of more than \$5,000,000 annually.

That old wood burner on her farm near Wheaton, Illinois, turned out the first batches of her fudge. She asked a Wheaton baker to pay her 90¢ a pound and sell the candy at \$1.00 a pound. Those prices allowed her only a tiny margin of profit, and most dealers would require a great deal larger mark up, but *nevertheless that is the way it all began for Mrs. Kraft*. And it worked phenomenally well.

Having made the transition from amateur to professional candy-maker, Mrs. Kraft knew that she would have to become a salesman as well, and expand her line. Expand it she did, an item at a time, until she was offering some thirty varieties of sweets—and selling them at a profit. One day she went to Chicago and *found that she didn't have to be an experienced salesman to get a hearing from the buyer for a chain store*. He tried her candy! He urged her to leave her farm kitchen and establish headquarters in Chicago, and turn out her home-style candy on a wholesale basis. Her early small start made this possible, and finally she established her own factory. Her line became one of the best known in the country.

Obviously there is a lot of detail in the way of development of a superior product. Resourcefulness and courage and personal drive, disappointment and encouragement, constant striving are involved in graduating from a kettle of fudge over a wood-burning stove to a multimillion-dollar business. That, however, is the story that makes clear again that thriving businesses are not built from the top, but are developed, frequently, from the small start in the home kitchen.

But perhaps you have no desire for a large candy business and want only some home-earned money for a special purpose. Mrs. Dana Hammer, in her farm home near Galesburg, Illinois, wanted

extra shopping money for surprise Christmas gifts one year. She turned out great batches of her favorite candy recipe in her home kitchen, packaged it neatly but simply. The candy was sold in a shop in town and she made several hundred dollars that one pre-Christmas season.

PRALINES FOUND A MAIL-ORDER BUSINESS

Others have had similar experience with varying degrees of success, and that is why you are justified in giving serious consideration to this very sweet approach to home-kitchen profits. Consider, for instance, the story of Mrs. Green and her pralines, as reported in a *Reader's Digest* manual by Clementine Paddleford, foods editor of the New York *Herald Tribune*:

"Starting with two spoons, two pots, some nuts and brown sugar, Clara Barton Green of Summit, N.J., founded a successful confection business. In 1932, when her architect husband's business stalled, Mrs. Green began to make pralines, using a recipe handed down 200 years through her Louisiana family. She sold them through the local Women's Exchange at 15 cents each.

"When a tea-room asked for them box-packed by the dozen, Mrs. Green got old candy boxes, relined and retrimmed them. To make them distinctive she cut green and white checked gingham into strips, handfringed the edges, and used this to tie the boxes. This kind of ribbon still serves as an attractive trade-mark. At the end of her first year, 104 tea-rooms in a 50-mile area were selling Mrs. Green's pralines. Left-overs, collected from the tea-rooms when she delivered fresh pralines twice each week, were a considerable loss until ingenuity solved the problem. Mrs. Green ran these returned pralines through her food grinder, packed the resulting crumbs in jars, and sold them profitably as a filling for cakes.

"Mrs. Green has built up a mail order business, and today her file totals over 5,000 names from all states of the Union. In 1944, Christmas gift mailing totaled 3,582 boxes of her 'Southern Confections.' Orders the year around averaged 200 sales weekly."

MEN CAN CRACK NUTS AND MAKE
CONFECTIONS TOO

These women who succeed with confections have had to solve many a problem, but they don't have a corner on the confection market, as is made clear by Harry Botsford in a report on two successful men:

"Karl Pitschner worked in a steel mill in Warren, Ohio. One day a friend sent him a box of piñon nuts from New Mexico. The meats were sweet, delicately and distinctively flavored—a nut so good that it was calculated to win the hearty approval even of the gourmet.

"Piñon nuts are the seeds of the nut pines which grow abundantly in the area around Albuquerque, New Mexico. By the time Pitschner had cracked a few of the armour-plated nuts and struggled patiently to secure the meat, he had discovered why most people outside of New Mexico knew little about this great delicacy. Getting the meat from the shell was a project that took time, patience, and no little skill. The Indians of the Southwest, to whom time is seldom a factor, had long enjoyed these nuts.

"Pitschner became very fond of piñon nuts—so fond, in fact, that he decided to try to overcome their one great drawback, the armour plate in which they are encased. He experimented endlessly with box after box of piñon nuts until his efforts met with success. He designed and built a machine that shelled the nut in less than one per cent of the time required by the most expert Indian hand sheller.

"Then he went to work. He and his wife made candy from the nuts and sold it to acquaintances. The candy quickly became popular and the demand for more and more convinced them that the practical thing to do was to move to Albuquerque, close to the supply of piñon nuts. Today, Karl Pitschner owns the prosperous and growing Piñon Nut and Candy Company.

"Every nut can be cracked. A little patience, hard work, and intelligence will work wonders. For centuries piñon nuts were known only to the people who lived where they grew and the difficulty of shelling them kept them from becoming popular. Karl Pitschner whipped the problem, came up with a machine whose operation is still a closely guarded secret, built himself a thriving business—and the world now has a new confection.

"There's a limited market for coconut products, but a genius has

recently come up with a spanking new idea that is coining money by proving that the coconut can be most versatile under proper treatment. This man produces toasted, paper-thin flakes of coconut that have been impregnated with salt—and the result is a very popular appetizer. This new way of using coconut is one of the few advances that have been made in this field for twenty centuries—and so another nut was cracked by an individual with an inquiring mind and a rich imagination.”

Various members of one family worked together to turn Elmer Doolin's \$100 and a not so corny idea into an international million-dollar business, and they owe it all to Mr. Doolin's observation and planning and his mother's kitchen.

This started back in the depression years when Doolin, in San Antonio, Texas, stopped in a little café and noticed some poorly packaged corn chips. He bought a package and liked the crisp chips and salty flavor. They had been made by a Mexican who wanted to return home, and sold his recipe and a potato ricer adjusted to squeeze out ribbons of his corn mash. Doolin got his father and his brother Earl and mother Daisy to help, and in the family kitchen began producing Fritos. It wasn't long before they devised more efficient machinery for faster production, and the kitchen was outgrown, the business expanding into plants at Dallas, Houston, Tulsa, and Los Angeles. The business grew and more products were added and franchises were issued for operation of nearly a score of plants in various parts of the world.

Another family project is reported in the *Reader's Digest* manual of ideas for small businesses; the case of man and wife starting the small way and winning profits: “An Iowa man and his wife started shelling pecans for the retail trade, with a hammer and a nut pick. The husband cracked the nuts while his wife picked out the kernels. It took 7 hours to crack 100 pounds of nuts. After four months, the couple invested \$5 of their profits in a handcracker which cut the time in half. The next step was to put the shelled nuts in 10-cent cellophane bags, which they sold to grocers at 90 cents per dozen packages. Profits mounted, and they bought a second-hand electric cracker for \$75.

“After exhausting this field, the husband took orders from wholesalers for shelled nuts in cellophane bags. Two more cracking machines were purchased; all three machines were operated at night by one man to supply the next day's work for 20 girls who did the

packing. Presently the Ottumwa Nut Co. was working to capacity, filling wholesale orders secured by mail. Five electric crackers and 21 workers were kept busy shelling and packaging nuts in cellophane bags for the wholesale trade. Ultimately the business was moved to a larger city. There are opportunities in the wholesale preparation and packaging of nuts and other items of food in many sections, provided the price can be made low enough. Efficient methods, specialized machinery, large volume and low unit profits are necessary for success."

NUTS AND SWEETS FROM SUGAR BUSH FARM

Ways and means of using nuts in confections are almost limitless in city or village or on back-road farms, as in the case of the Jack Ayres of Vermont. Some miles out from Woodstock is the Sugar Bush Farm, from which comes a variety of mail-order foods, including the maple butternut fudge that was the foundation of Mr. and Mrs. Ayres' farmstead kitchen business.

In the autumn the butternuts are gathered and shelled and stored in a big freezer from which they are drawn from time to time for use in the fudge that has become noted. The fudge is sold by direct mail at \$1.50 for a twelve-ounce box postpaid, and in shops and at roadside stands in various New England states.

Other sweets from Sugar Bush Farm include twin jugs, one with eleven ounces of Champlain honey and the other with eight ounces of Vermont maple syrup. The jugs are gift-boxed and sell at \$2.95 each postpaid. The product is inviting and the packaging assists in building popularity. The Ayres selected the jugs in brown, green, turquoise, and red, and made them so attractively that they can be used for flowers and ivy after being emptied of their contents.

Similar thoughtfulness in packaging is revealed in the little sugar-house-shaped jug for maple syrup. This glazed stoneware jug is modeled after the Ayres' sugar house atop a wooded hill. The syrup, for which customers pay \$2.95 postpaid for ten ounces, pours from the chimney of this little house, which can grace the table and be put to other uses when emptied.

Although sweets are the mainstay of the farm kitchen business conducted by this Vermont couple, there has been increasing demand for their other products, which include natural Cheddar cheeses in two sizes.

PICK YOUR OWN CONFECTION SPECIALTY

You probably have favorite recipes of your own for preparing candies, nuts, or fruit confections. If you haven't there are hundreds of recipes available in special and standard cookbooks. If you are a good cook, and especially if you have a flair for packaging, putting your product in colored foil or cellophane to make each bite look like a little treasure of sweetness, you can soon be in business. Marketing may be done at the roadside, to friends and neighbors, through local shops or women's exchanges, or by direct mail.

Study the packages you see on sale. Keep the homemade touch for your product, but adapt the professional packaging ideas. The possibilities for "dolling up" your product are almost endless. We recently received a little gift box of hand-decorated sugar lumps in a clean-cut little package of Mountain Sweets. There were sixteen lumps each proudly bearing a colorful little flower made from egg albumen and sugars and U.S. certified colors. They are hand-decorated and distributed by Berea College students from their Candy Kitchen at Berea, Kentucky.

There is little limit to the confections you can make and market at a profit if you follow the rules. Consider, for instance, the possibilities in production of candied fruits and candied fruit peels, caramels, divinity, fondants, fudge, lollipops, mints, nut brittles, penuche, pralines, and taffy, all with many varieties.

HELPFUL BOOKS FOR CONFECTION MAKERS

Antoinette Pope School Candy Book, by Antoinette & François Pope. The Macmillan Co., 60 5th Ave., New York 11, N.Y.

The Holiday Candy Book, by Virginia Pasley. Little, Brown & Company, 34 Beacon St., Boston 6, Mass.

Candy Recipes, by May B. Van Arsdale & Casa Emellos. Blue Ribbon Books, 575 Madison Ave., New York 22, N.Y.

Candy and Candy Making, by Mary B. Bookmeyer. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

New Favorite Honey Recipes. American Honey Institute, Commercial State Bank Bldg., Madison 3, Wis.

See helpful books listed in other food chapters.

CHAPTER TWENTY-EIGHT

Quick-Selling Jams, Jellies, Preserves, and Juices

HIGH-QUALITY JAMS, jellies, preserves, and juices are dependable as quick profit makers from the home kitchen. They are items that every housewife wants on her shelves and table. But not every housewife can turn out a fine quality. And comparatively few want the chore of making these delicacies. That is where the home kitchen money-maker comes into a profit.

There are few communities where these products cannot be marketed among friends or at the local stores and at the roadside. Gift-packaged and advertised by display or direct mail, such products have frequently been profit makers—particularly when given names and illustrations that make the mouth water. Here is a ready-made and constant market that may intrigue the interest of many an enterprising woman.

Such a woman should plan ahead and watch her seasons so that she is ready to go into production when the fruits and berries she wants are in season and the prices are lowest. Many women buy at the peak season and can the juices and meats for later conversion. Then, marketing when fresh fruits are not available, prices for her products are highest.

The range of product is limited only by the variety of desirable types of jellies and preserves, spiced crab apples, spiced peaches, etc. The fruits and berries are either grown at home or purchased directly at orchards and farms where prices are lowest. Specialists in this field are always on the alert for the wild fruits they can gather personally or purchase in season—beach plums, choke cherries, wild crab apples, wild blueberries, and the like. The reason is that the wild varieties are not as readily available and premium prices can be obtained.

An additional premium is available for the housewife who is resourceful in selecting unusual glasses and crocks and jars, and as-

sembles her product with three or four or a half-dozen jars invitingly boxed for gift purposes during the year-round market.

FRUIT PRESERVES FROM HOME GARAGE

The jelly-jam-preserve specialist can often make additional money by home preparation of the products on order for her less ambitious neighbors. As a matter of fact, such a service can be developed on a rather large scale, as reported by Clara Belle Thompson and Margaret Lukes Wise in *Your Life* magazine.

"Mrs. Eva Elliott was a woman who tried the oft-dreamed-of refuge for the gentlewoman in distress. 'I guess I'll make jellies.' She made them, with a novel twist. Years ago she went to a medium-sized midwest town as a bride. Her husband was a real estate expert who rose swiftly in his field. There were two cars in the garage, two maids, and his wife became a leading light in women's clubs and the town social life.

"Then the crash came—and what a crash! The big realty company failed, the stock market went nose-diving, all within a week. It wasn't a case of things going from bad to worse. They went from good to terrible. Action had to be immediate.

"Mrs. Elliott walked out to the big garage, empty of its fine, expensive cars. She measured and planned. A carpenter soon lined the room with wooden work tables. Gas burners were set up, a sterilizer, wash-boilers for the jams, and handy shelves. The Jelly Shop was founded.

"But what about capital? What about the money for fruit and sugar and fuel? That was the ingenuity of the idea. Mrs. Elliot sent out dozens of postcards to her housekeeping friends, saying she would put up all the fruit they wanted on a share basis. They were to supply the fruit, she the sugar and service, and each would get half of the results. Her half she sold to customers in the Jelly Shop. That gave her a good basic stock on her shelves for the price of about 50 pounds of sugar.

"In winter, Mrs. Elliott makes marmalades—grapefruit, orange, pineapple; and some of the fruit, nut and raisin conserves. She has built a steady year-round business with country clubs and other clubs in the community. But her main source of income continues to be that little self-starting Jelly Shop."

FAMILY-SIZE JARS OF HOMEMADE MARMALADE

Mrs. Caesar Searthinger's husband was an avid marmalade fancier—he loved a certain old-fashioned deep orange marmalade. But the last war interfered drastically with the supply. Mr. Searthinger was unhappy and his wife found herself tracking down every scent. She couldn't unearth any, so she did the next best thing—she started making it herself. She got hold of a recipe, concocted some in her own kitchen, and hubby was delighted. So were a few neighbors who got a taste. Mrs. Searthinger heard of the New York State Department of Commerce Woman's Program, brought down a sample, and was encouraged to go into business. She did—making up batches on an old two-burner oil stove. Soon profits enabled her to buy a shiny modern stove and the stuff is being turned out there, in her Bedford Village, New York, home. The product, Old Sussex Marmalade, is sold in family-size jars, the label of which reproduces a picture of the four-hundred-year-old Sussex cottage where Mrs. Searthinger lived as a girl.

FRUIT JUICES AND RELISHES

Countless women from coast to coast are at work preparing fruit juices, pickles, and relishes. And there are few communities where the woman who is adept in preparing and packaging such items cannot find a market for her products that brings in seasonal or steady income. In some cases these women, as in the case of Frances Hall Perrins of Massachusetts, develop a large line of products and establish full-fledged businesses. They even cash in on fruit juices on a wholesale basis, as in this case reported in the *Reader's Digest Manual of Small Businesses*:

"Using her own kitchen as a workshop, Mrs. Bertha Bobbitt of Colorado supplies hotels, restaurants, bars, and schools with citrus fruit juices, squeezed from ripe fruit and delivered fresh daily in gallon jars. She started in 1939 with an investment of \$15 in a second-hand commercial-size juicer and the necessary enamel pails and glass jars. The fruit must be extracted fresh every day. No preservative is used and the juice does not have the bitter taste of rind that results when the whole fruit is put in a press.

"The price is determined by the cost of the fruit, which is bought

from wholesalers, who keep a two weeks' supply in storage to insure Mrs. Bobbitt against shortage. In normal times she sells between 40 and 50 gallons of juice daily, at a profit of about 50 cents per gallon. Her enterprise provides employment for two women. A coarse strainer is used for orange juice, and cheesecloth for lemon and lime juices.

"Sipping straws, cocktail cherries, olives and crackers are a sideline.

"Because her store license calls for wholesaling only, Mrs. Bobbitt sells only in quantity, but she has many calls from private families for a pint or quart of fresh fruit juice to be delivered daily, and believes that a retail juice service would be profitable in some communities. Principal equipment needed is a commercial-size extractor, glass jars, and a small truck or car for delivery."

Here is another illustration from the same source: "Only \$60 stood between W. M. Fairbanks and a breadline in 1929, when he invested in 16 pounds of honey and 100 pounds of horse-radish. He put the honey in pint and quart jars, ground and bottled the horse-radish, then loaded these food products into his Chevrolet and made house-to-house calls. He netted \$13.45 the first day.

"Soon he added catsup, pickles, sauerkraut, relishes and various other items, bought in bulk and packaged in his kitchen with the help of his wife. In the Fall he sold 33 50-gallon barrels of vinegar for pickling, and added mincemeat, sandwich spread, salad dressing, etc., to his line. By the end of the year Fairbanks was employing two helpers and grossing \$50 to \$75 a day.

"This type of business can be started in a home by a couple; the wife cooking and packaging, the husband soliciting and delivering. Success depends on quality products, unusual in their freshness and flavor, and offered at a reasonable price. Inexpensive waxed cardboard containers and paper bags can be used for many products. Buying must be done in bulk from wholesalers, farmers or other sources.

"House-to-house selling requires careful selection of prospects, regular calls, a line broad enough to insure a sale of one item at least on each call. Suitable items include fresh-roasted coffee; home-made jams, jellies and preserves; fresh and cured meat specialties. Cash payment should be insisted upon.

"Inspection regulations for food packaging and local license re-

quirements should be carefully investigated before starting such an enterprise."

SELECTING YOUR PRESERVING SPECIALTIES

Consider the scores and scores of marketable possibilities among preserved products, some of which you may already make expertly. You may have your own special recipe. If not, the special and standard cookbooks are readily available.

Consider the possibilities in brandied fruits, canned or jarred fruits, canned juices and nectars, fruit butters, preserves, jams, fruit jellies, conserves, marmalades, spiced fruits, relishes, pickles, herb and wine vinegars, meats and fowl.

HELPFUL BOOKS AND PAMPHLETS FOR PRESERVERS

Canning, Preserving and Jelly Making, by Janet M. Hill & Sally Larkin. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.

The Pocket Book of Home Canning, by Elizabeth Beveridge. Pocket Books, Inc., 630 5th Ave., New York 20, N.Y.

Home-made Jellies, Jams, and Preserves. Farmer's Bulletin No. 1800. Free. U. S. Department of Agriculture, Washington 25, D.C.

How to Make Perfect Jams and Jellies. Pamphlet. Meredith Publishing Co., 1716 Locust St., Des Moines 3, Ia.

How to Preserve Food, by Walter W. Chenoweth. Houghton Mifflin Co., 2 Park St., Boston 7, Mass.

See helpful books listed in other food chapters.

CHAPTER TWENTY-NINE

Cakes, Cookies, Pies, and Profits at Home

BIG BAKERIES have developed a multitude of so-called "just as good as" cakes and cookies and pies that they sell at a price, and often, by some magic of chemists' laboratories, make their products instantly identifiable as "bakery stuff." Probably they are worth the price, but because so many bakery products have eliminated or minimized the

elements many people love, there is a steady market almost everywhere for good old-fashioned home-baked products. And people are willing to pay a premium price for the premium home product that involves the home cook's individual resourcefulness.

Good old reliable homemade fruitcake is still selling throughout the land despite the competition of mass producers. Sometimes an old reliable recipe simply forces women into a home kitchen business. A couple of good illustrations in point are given by Eleanor M. Marshall in *Woman's Life* magazine.

Mrs. Jewel Bradt of Sherburn, Minnesota, wanted to fill in time, of which she had an excess, after her children married and she was left alone. Because she was deservedly famous for her wine fruitcakes, she baked a dozen of them to ship to friends and relatives all over the world. They were so well received that she found herself in business—a business that was soon earning as much as \$35,000 annually.

Mrs. Grace Rush is another successful businesswoman who might never have capitalized on her knowledge of baking had it not been for the efforts of a clerk in a fine New York grocery store to sell her a fruitcake. She claimed that *she* could bake a fruitcake that was far superior to the one the store carried, and her refusal to buy it was so emphatic that the matter was brought to the attention of the manager. He demanded proof that Mrs. Rush was not talking through her hat. Her proof was strong enough to found a business.

The manager was so well pleased with the sample cake that Mrs. Rush submitted to him that he placed an order for five hundred. She called in her neighbors to help her fill the order when she arrived home in Cincinnati. Her kitchen soon proved too small to handle her volume of business, and she built a factory where she employs thirty neighbors and all of her family. Today Grace A. Rush, Inc., is a thriving enterprise.

Although it frequently happens that home kitchen businesses soon outgrow the home, there are resourceful operators who prefer to hold to the home kitchen appeal and by streamlining their operations avoid rental of space or cost of erecting factories. A case in point is that of the sisters Anne and Rachel Mauger, who still produce Guernsey House products from a suburban home kitchen in New Jersey, supplying individuals and exclusive stores with their fruitcake products.

For two hundred years the womenfolk of the Mauger households

had been producing a highly desirable fruitcake from an ancient recipe, and the New Jersey sisters were no exceptions. They, however, decided to offer their cake for market, and sought the advice of an expert of the New York Woman's Council. Although first-rate fruitcake does sell, the competition is keen, and the Mauger sisters drew on their resourcefulness to offer something different and more appealing, an offshoot product that was more their own and harder to imitate. So the Maugers turned out little bite-size individual fruitcakes, hand-dipped in rum and packaged like candies in little silver-foil cups. They also market what they call "Rum Crumbles," broken little bits of fruitcake soaked in rum for flavoring. The crumbles are used on ice cream and as topping for other desserts. Later on they added plum puddings packaged in attractive bowls, fruitcake slices, and little containers of whole-strawberry jam. All of the products are beautifully packaged and premium-priced and sold in luxury food stores, such as Charles and Company, and by direct mail. They were helped along the way by the New York and Brooklyn Woman's Exchanges.

Individualization of the product was also an important factor in the success of Mrs. Roy Braden of Dallas, Texas. Many years ago she began baking and selling six cakes a week, but it was not until she specialized in bite-size tea cakes that the orders started flowing in in large numbers and volume mounted steadily. Besides the quality of her product, it was the originality and appeal of the tiny cakes that put her offerings away out front. Finally Mrs. Braden opened a \$200,000 bakery and turned out a thousand cakes daily.

Although there will always be markets for excellent home-baked products, if you can glamorize or specialize your product you may find it easier to sell more, and at a larger profit. Violinist Eva Block had that "extra ingredient" that made it possible for her to open her Kitchen Cadenza in New York. She is a violinist, a teacher, a lecturer on music appreciation—and also an excellent cook. From her kitchen come fine cakes made to special order and each one with a musical name: Fruitcake Humoresque, Cheesecake Fantasia, Walnut Cream Concerto, Marble Cake Intermezzo, Sunshine Symphony Spongecake. The cakes are produced on twenty-four-hour advance notice for area delivery and the Fruitcake Humoresque is a mail-order item.

An extremely rich chocolate cake, so different from other chocolate cakes that it is virtually a confection, turned the Forest Hills,

Long Island, kitchenette of Mme. Colette Herbert into a home business. Mme. Herbert learned to cook in her home in France. She came to this country a few years ago, a widow. Not long ago a friend asked her to make a rich chocolate cake for a special occasion. The guests all wanted more of the same and Mme. Herbert was in business at home. This particular cake is not the towering, many-storied cake so often offered. It is only seven inches in diameter and an inch and a half thick. It is sprinkled with chocolate shavings and is made from a family recipe that calls for French rice flour and other ingredients that make it an exceptionally delightful and rich dessert for anyone who is not on a reducing diet. It has its own special appeal.

This matter of special appeal could not be overemphasized. It is highly important for every home kitchen baker to consider ways and means of making the product offer something special, something different for the particular market in mind. While Patricia Chamberlain's navy veteran husband was studying at Yale with government assistance, he protested to her that there were no good old-style home-baked cookies available at the campus milk bar. There were plenty of neatly packaged commercial baker varieties, but nothing with that old homemade appeal to the young men on the campus. Instead of merely listening to the gripe and offering sympathetic comment, Patricia Chamberlain recognized a good idea and did something about it. She dug up a good cookbook and went to work making old home-style cookies that vanished rapidly from the milk bar where her husband had them put on sale. The Yale men liked her cookies so well that the Chamberlains averaged \$400 a month on their sale until he was graduated.

The housewife who turns to her home oven for part-time profits needs also to become sales-minded. Although she should not expect to adopt all of the "tricks" of the professionals, she should keep in mind that there is much to be learned from their sales appeals, and that almost invariably the professional started just as she is doing—in her home kitchen. There are, for instance, many tips to be found in the well-known story of celebrated Nesselrode pies and cookies produced by the Spiers—Hortense, her daughter Ruth, and Ruth's sister-in-law Mildred.

Hortense Spier started it all over thirty years ago. She was a home cook whose family and friends praised as they consumed. There came a day when the family encountered financial pressure, and to

stretch the family income, Mrs. Spier opened a bakeshop and restaurant in their old New York brownstone-front home. It was her Nesselrode pie that caught the main fancy of customers and the word spread. It is a high pie from her own old and secret recipe, a pie that no man can describe without benefit of sparkling eyes and animal sounds of delight, a pie with a cream filling and mixed fruits whipped into a dream and topped with bits of shaved chocolate and packed into an almost tissue-thin crust or shell that remains crisp and flaky. It is a pie—well it is one of the Spiers' thirty-five pies that are featured in more than five hundred restaurants in the New York area. A housewife turned her home kitchen product into revenue and a highly profitable business resulted.

But here we go all over again with the old story of a product for self and friends that is commercialized. The Spier sisters had been going along for twenty years as pie specialists, but baking cookies only for home consumption and for friends. One day they took a box of their cookies to a hospital and the nurse later informed them that their patient friend, who had no appetite, had rapidly consumed the cookies with milk. And an idea was born. Cookies packed like candies for gifts!

There you have it. Not just plain cookies. Something special has been added. You may have seen these cookies—tiny little fellows, *petits fours*, looking like candies row on row, forty-four to forty-eight of them, hand-packed in a one-pound box, protected and separated and cellophane-sealed to keep them fresh for six weeks if unopened. The rose and lavender cooky box is decorated with a Paris street scene. The cookies themselves are individually shaped and decorated and resemble exquisite candies. They are essentially butter cookies, but some are sprinkled with shaved hazel nuts and sugar and spice, a chocolate puff, a triangle topped with other combinations, half circles, sandwiches, and the like. Resourceful women have here taken the old home butter cooky and glamorized it and made it a prized item that draws a special price for the special offering.

Although friends and neighbors, local shops, and women's exchanges will probably always provide a market for first-class, cellophane-packaged cookies, the resourceful housewife is urged to consider the possibilities in development of more appealing packages and novelty that will make her product desirable for reasons beyond sheer "eatability."

Every mother knows that even the ravenous, all-consuming belly of a little boy or girl welcomes a gingerbread Christmas tree or gingerbread man in preference to the good old round standard product. Some time ago Irene Glenn began to become famous for her gingerbread characters, particularly her Mother Goose designs.

It was a good idea then and it's a good idea now, and offers possibilities for development restricted only by your own ingenuity. A very few years ago Janet Dunkelbarger of Poughkeepsie, New York, decided that she wanted to make out-of-routine cookies as her home kitchen career, and got in touch with Irene Glenn, who helped her, and with representatives of the New York Woman's Program, who also helped her.

Perhaps you have seen and tasted the Story Book cookies that resulted from Janet Dunkelbarger's research and energy and resourcefulness. They are handled by a Woman's Exchange in Brooklyn, America House in New York City, and other outlets. Janet's gingerbread family involves special designs for every major holiday and a variety of trains and Teddy bears, hobbyhorses, and other animals and toys designed to be used as gifts or party favors or just plain good eating.

Homemade cookies, cakes, and pies can be sold through small classified or display advertisements announcing their availability for parties or regular occasions; by letters and postal cards sent to friends and neighbors; by telephone; and, probably best of all, by display. Many home bakers have arranged with local shops, delicatessens, and groceries, or with women's exchanges, to display their wares. The more sales-minded housewives will use the telephone and postal cards to notify friends and neighbors that their products are on sale, either regularly or on special days at specified stores. This added sales push sends customers to the stores and increases your profits, and it also serves to notify the store proprietor that there is a definite demand for your product. On occasion this will result in the store operator giving your products a choice counter display that is certain to increase sales and step up volume and total profits.

CHAPTER THIRTY

How to Turn Dough into "Dough" at Home

MODERN MILLING and manufacturing methods have kept millions of our people from ever having tasted the delights of good old-fashioned homemade bread, and also deprived them of the rich fragrance that makes taste buds drool. As a matter of fact, modern breads, many of them, have been so refined in order to make long storage of ingredients possible that many modern bread eaters have to go to the family doctor and then to the corner drugstore and buy in bottles the minerals and vitamins of which they have been deprived. This modern mass-manufacturing process has made it possible for many women from coast to coast to turn out batches of homemade bread and sell it at a premium to those who appreciate the fine taste and texture and rich food values of old-fashioned home-baked bread.

Periodically my wife turns out golden loaves, and at holiday seasons I have seen men and women guests slight their desserts and beg for more of the good old-fashioned staff of life. Others do the same for their own satisfaction. And others carry the process further and let friends and neighbors know that on order and on certain days homemade bread is available at a price. Here is the opportunity for women who do not want to specialize in fancy food specialties—women who already know how to make bread.

Women, however, are not the only ones who cash in on homemade, hand-kneaded loaves. Allan Keller, staff writer for the *New York World-Telegram and Sun*, reports the case of Dan Casey, retired on pension. "My wife was buying regular bread from a store and throwing it out half eaten because it tasted like blotting paper," said Mr. Casey. "I started thinking about how to make a better loaf."

His taste for good bread and search for a better loaf prompted keen interest in outdoor-hearth-type ovens used by the women in

French Canadian areas. The hearth-baking method intrigued him and for a long time the Casey kitchen in Orange, New Jersey, was a place of experimentation. "I decided honey was better than sugar, for a lot of reasons, most of them chemical," he said. "Then I used whole milk and wheat germs. The day the family ate three loaves in one afternoon without waiting for it to cool, I knew I'd hit the jackpot."

Mr. Casey prevailed upon a local baker to install soapstone slabs in his ovens and step up production that brought in profits. "No more of this lily-livered, pasty white plastic stuff for me," he said. "On my tombstone I want 'em to carve these words, 'He made bread that tasted good!' What more do you want?"

Somewhat different motives prompted the development of the Pepperidge Farm loaves from Norwalk, Connecticut. You have probably read the story of Margaret Rudkin's success, but it is worth repeating. Several years ago the Rudkins' child was suffering from asthma. A friend told Mrs. Rudkin of a noted doctor who apparently secured good results by having allergy patients eat a high protein diet. The doctor told her that sometimes we are starved for lack of right food values, such as are available in stone-ground whole-wheat flour.

Mrs. Rudkin had never in her life made a loaf of bread, but she decided she would try to produce an old-fashioned homemade product using the old cookbook recipes calling for stone-ground whole-wheat flour, pure honey, fresh, whole dairy milk, pure butter, and the like, seldom used in making bread today. The first batch was soggy and uninviting, but continued practice soon resulted in a delicious loaf and the asthmatic child loved it. There is no flat claim that the home-baked bread alone cured the child, but nevertheless the child grew stronger.

Friends who tasted the bread urged Mrs. Rudkin to put it on the market. She made eight loaves and asked a local grocer to taste it. That was all that was needed to start her in business. The loaves sold almost immediately and the grocer ordered more. One of her difficulties was in securing stone-ground flour, but Mrs. Rudkin learned of a Connecticut man who as a hobby ground his own flour in a little old-fashioned mill. Henry Rudkin, successful on Wall Street, had been amused by his wife's commercial efforts, but as the volume grew he stepped in to help her establish business methods of operation and technical procedures. The Street lost him and he

became an outstanding milling expert as volume increased to several thousands of loaves a day. The home kitchen forced moving of operations to the renovated stables, then to a deserted gas station, and eventually to a new plant in which the old hand-kneading methods still prevail.

Home-mixed dough also appealed to Mrs. Mary B. Merritt of Montgomery, Alabama, many years ago. Circumstances made it necessary for her to earn a living for her two children and herself. She knew nothing about business, but that didn't stop her, and she had an idea. The results of that idea are reported by Clementine Paddleford in a *Reader's Digest* small-business manual.

"She recalled that in her attic was a small, hand-operable machine for making beaten biscuit, which had been given to her and which she had never used. Why not make and sell beaten biscuit, a prized delicacy that most people found were too much trouble to make?"

"An invention of some forgotten Negro cook of the old South, beaten biscuits were originally made by pounding the dough at least 100 times with a club. The crank-turned beater, then a recent innovation, made the job easier and quicker, but few people owned one.

"Since she was then several hundred dollars in debt, Mrs. Merritt bought on credit the necessary ingredients: flour, shortening, milk, sugar, salt. With this modest start began a venture that now does business with 6,000 stores in 42 states, and earns a handsome net profit.

"Mrs. Merritt's grocer agreed to try to sell her first batch. He was successful. Orders began to come from other Southern cities, and then people in remote states wrote to her for biscuits. In a few years a Southern delicacy became nationally famous . . .

"The business gives employment to about 18 men and women. From the start, Mrs. Merritt has increased wages as each of her workers deserved. She cut working hours long before Alabama passed labor laws.

"Steadily mounting profits have been returned to the workers in higher wages, and to the business in the form of improved equipment for the kitchen, which is still housed in the Merritt home. In her garden has been built a little white bungalow which serves as an office. The average daily output is 3,000 *dozen* biscuits, and Mrs. Merritt has plans for expansion."

It was some twenty-five years ago that Mrs. Merritt launched her

small home business with biscuits, but it was only back in about 1949 that Mrs. George Malcom of Norfolk, Connecticut, did the same thing with a different biscuit that within three years was selling in the specialty stores such as Charles & Company, and tomorrow it may be many of you, in various sections of the country, who will be starting a home business that will grow apace.

Mrs. Malcom found a recipe for a special biscuit. She tried the recipe just for a lark. She made it again and altered the ingredients somewhat, finally developing a neat little diamond-shaped cracker called "Karat." It is used for various snack spreads such as caviar for cocktail bites. She has, in her home kitchen, developed and produced a very new food specialty and a homemade income.

What are *you* waiting for?

HELPFUL BOOKS PROVIDING THOUSANDS OF RECIPES AND POSSIBILITIES FOR HOME-PROFIT COOKS

- Better Homes & Gardens Cook Book.* Meredith Publishing Co., 1716 Locust St., Des Moines 3, Ia.
- Boston Cooking-School Book*, by Fannie M. Farmer; revised by Wilma L. Perkins. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.
- Home Institute Cook Book*, New York Herald Tribune Home Institute. Charles Scribner's Sons, 597 5th Ave., New York 17, N.Y.
- The Settlement Cook Book*, by Lizzie B. Kander. Settlement Cook Book Co., 715 North Van Buren St., Milwaukee 2, Wis.
- The American Woman's Cook Book*, by Ruth Berolzheimer. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.
- The Good Housekeeping Cook Book*, Dorothy B. Marsh, editor. Rinehart & Co., Inc., 232 Madison Ave., New York 16, N.Y.
- Woman's Home Companion Cook Book*, Dorothy Kirk, editor. Greystone Press, 100 6th Ave., New York 13, N.Y.
- Antoinette Pope School Cookbook*, by Antoinette and François Pope. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- Betty Crocker's Picture Cook Book.* McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.
- The Complete Book of Home Baking*, by Ann Seranne. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Everybody's Cook Book*, by Isabel E. Lord. Harcourt, Brace & Co., Inc., 383 Madison Ave., New York 17, N.Y.
- The Gold Cook Book*, by Louis P. de Gouy. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- The Complete Menu Book*, by Gladys T. Lang. Houghton Mifflin Co., 2 Park St., Boston 7, Mass.

- Culinary Arts Institute Encyclopedic Cookbook*, Ruth Berolzheimer, editor. Grosset & Dunlap, Inc., 1107 Broadway, New York 10, N.Y.
- Modern Encyclopedia of Cooking*, by Meta Givens. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.
- Making Money in Your Kitchen*, by Helen Stone Hovey. Wilfred Funk, Inc., 33 West 46th St., New York 36, N.Y.
- The Brown Derby Cook Book*. Brown Derby Restaurants. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Soups, Salads and Gravies*, by Cora Brown & others. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.
- The Art of Egg Cookery*, by Ann Seranne. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- The Art of Cheese Cookery*, by Nika Standen. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Fish and Game Cook Book*, by Harry Botsford. Cornell Maritime Press, Box 386, Cambridge, Md.
- Reducer's Cook Book*, by Ann Williams-Heller. Wilfred Funk, Inc., 33 West 46th St., New York 36, N.Y.
- Frozen Food Cook Book*, by Jean J. Simpson & Demetria M. Taylor. Simon & Schuster, Inc., 630 5th Ave., New York 20, N.Y.
- Pressure Cooking*, by Ida Bailey Allen. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.
- Cooking for Christ: The Liturgical Year in the Kitchen*, by Florence S. Berger. National Catholic Rural Life Conference, 3801 Grand Ave., Des Moines 12, Ia.
- Date with a Dish: A Cook Book of American Negro Recipes*, by Freda de Knight. Hermitage House, Inc., 8 West 13th St., New York 11, N.Y.
- Jewish Cookery*, by Leah W. Leonard. Crown Publishers, 419 4th Ave., New York 16, N.Y.
- Jewish Cook Book*, by Mildred G. Bellin. Tudor Publishing Co., 221 4th Ave., New York 3, N.Y.

Regional Cooking

- America Cooks: Favorite Recipes from the 48 States*, by Cora Brown & others. Blue Ribbon Books, 575 Madison Ave., New York 22, N.Y.
- American Regional Cookery*, by Sheila Hibben. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.
- The Countryman's Cookbook*, by Hayden S. Pearson. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.
- United States Regional Cook Book*, by Ruth Berolzheimer. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.
- Secrets of New England Cooking*, by Ella Bowles & Dorothy Towle. M. Barrows & Col., Inc., 425 4th Ave., New York 3, N.Y.
- The New Connecticut Cookbook: Being a Collection of Recipes from Connecticut Kitchens*. Women's Club of Westport. Harper & Bros., 49 East 33rd St., New York 16, N.Y.
- Good Maine Food*, by Marjorie Mosser. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

- The Pennsylvania Dutch Cook Book*, by Ruth Hutchinson. Harper & Bros., 49 East 33rd St., New York 16, N.Y.
- The Best from Midwest Kitchens*, by Ada B. Lothe & others. William Morrow & Co., Inc., 425 4th Ave., New York 16, N.Y.
- Food of My Friends*, by Virginia Safford. University of Minnesota Press, 10 Nicholson Hall, Minneapolis 14, Minn.
- The California Cook Book for Indoor and Outdoor Cooking*, by Genevieve Callahan. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- Out of Kentucky Kitchens*, by Marion Flexner. Franklin Watts, Inc., 699 Madison Ave., New York 21, N.Y.
- 200 Years of Charleston Cooking*, by Blanche Rhett. Random House, Inc., 457 Madison Ave., New York 22, N.Y.
- New Orleans Cook Book*, by Lena Richard. Houghton Mifflin Co., 2 Park St., Boston 7, Mass.
- The Texas Cookbook*, by Arthur & Bobbie Coleman. A. A. Wyn, Inc., 23 West 47th St., New York 36, N.Y.
- A Taste of Texas: A Book of Recipes Compiled for Neiman-Marcus*, Jane Trahey, editor. Random House, Inc., 457 Madison Ave., New York 22, N.Y.

Foreign Cooking

- Recipes of All Nations*, by Marcelle Morphy. Wm. H. Wise & Co., Inc., 50 West 47th St., New York 36, N.Y.
- Cooking with a Foreign Flavor*, by Florence L. Harris. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- The Real Dutch Cook Book*, by Ada Boni. Crown Publishers, 419 4th Ave., New York 16, N.Y.
- Good Food from the Near East*, by Joan Rowland. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- Far Eastern Cookery*, by Elinor Burt. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.
- Hawaiian and Pacific Foods*, by Katherine Bazore. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- New Chinese Recipes: Using Only Ingredients Easily Obtainable in Neighborhood Stores*, by Fred Wing. Edelmuth Co., 6 Beekman St., New York 7, N.Y.
- Chinese Cookery: A Hundred Practical Recipes*, by M. P. Lee. Transatlantic Arts, Forest Hills, N.Y.
- Japanese Cookbook: One Hundred Favorite Japanese Recipes for Western Cooks*, by Aya Kagawa. P. D. & Ione Perkins, Box 167, South Pasadena, Calif.
- Louis Diat's Home Cookbook: French Cooking for Americans*, by Louis Diat. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.
- Home Book of French Cookery*, by Germaine Carter. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- André Simon's French Cook Book*, by André Simon & Crosby Gaige. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.

- The Cordon Bleu Cook Book*, by Dione Lucas. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.
- Escoffier Cook Book*, by Auguste Escoffier. Crown Publishers, 419 4th Ave., New York 16, N.Y.
- The Art of Italian Cooking*, by Maria Lo Pinto & Milo Miloradovich. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Italian Cooking for the American Kitchen*, by Garibaldi M. Lapolla. Wilfred Funk, Inc., 153 East 24th St., New York 10, N.Y.
- Talisman Italian Cook Book*, by Ada Boni. Crown Publishers, 419 4th Ave., New York 16, N.Y.
- Treasured Polish Recipes for Americans*, Irene Jasinski & Marie Sokolowski, editors. Polanie Publishing Co., Minneapolis, Minn.
- Samovar: A Russian Cook Book*, by Elizabeth Dmitrovna. Dietz Press, 112 East Cary St., Richmond 19, Va.
- Modern Swedish Cookbook*, by Anna O. Coombs. A. A. Wyn, Inc., 23 West 47th St., New York 36, N.Y.
- Scandinavian Cookery for Americans*, by Florence Brobeck & Monika B. Kjellberg. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.
- Spanish Mexican Cookbook*, by Charles P. Leahy. Murray & Gee, 3630 Eastham Dr., Culver City, Calif.
- See helpful books listed in other food chapters.

CHAPTER THIRTY-ONE

How to Become a Caterer

HUNDREDS OF WOMEN, and men as well, are receiving income regularly from their activity as caterers to the special needs of bachelors and business girls, harried mothers, hostesses who want to shed all responsibility for *canapés* and wedding cake and other food, those who hunger for quick one-dish hot meals, and factory and office workers who crave boxed lunches.

It is comparatively easy for anyone who knows how to handle food well to establish a catering service on a small scale for pin money, and on that foundation expand to the acquisition of special funds for a new car or fur coat, to reduce the mortgage, or secure college tuition for Junior and Sister. In many instances Junior and Sister are in a position to assist in development of such a home

activity. That does, of course, involve work and planning, enterprise and imagination.

The desirability of imagination is stressed by Jane H. Todd, renowned deputy commissioner of the Woman's Program of the New York State Department of Commerce in a free pamphlet, *So You Want To Be a Caterer*, issued by the department. Miss Todd states: "If your food has imagination; if your wedding cake is made for dreaming; if Junior is coining money selling sandwiches from his lunch box; if every garden party affair starts with, 'Let's ask Maud to do the food' . . . your imagination may mean business in catering."

New York women are particularly fortunate in having the state-established Woman's Program, which offers women of the state business consultant service and skilled guidance for beginning and developing a business. Requests for interviews, advice, and booklets are directed to the New York City office at 342 Madison Ave. New York 17, N.Y., or the Albany office at 112 State St., Albany 7, N.Y.

This service is being utilized regularly by thousands of New York women and, as it is a model for other states, by women throughout the country who, in increasing numbers, are working out ways and means of supplementing family income.

FOOD SPECIALISTS

AND PREPARED MEAL EXPERTS

While there are four basic types of caterers, the beginner's interest will center in two, becoming either a food specialist or a prepared-meal expert.

The food specialist relies largely on providing sandwiches or *canapés* and hors d'oeuvres, hot and cold, and such items. The sandwich is the mainstay—sandwiches hot and cold, open and closed, in every shape, and with every filler that is calculated to make the taste buds active. The sandwiches and other tasty items are made available for special occasions and "save the life" of many a hostess in areas where servants are unavailable or not required steadily.

The Woman's Program reports that "sandwiches on an assembly line are Mrs. N.'s unique catering idea. She combines a talent for highly imaginative concoctions—her wedding specialty is a sliced strawberry sandwich—with factory organization. She knows to a fraction the time and material each sandwich takes. Customers

bring the ingredients, Mrs. N. rolls the sandwiches off the assembly line at 75 cents an hour, packs them in lined dress boxes, ready to serve. No waste motion and a cash-and-carry trade make the perfect business for Mrs. N.'s time, taste and talent."

Simpler types of sandwiches are constantly in demand in small towns and communities where there is considerable entertaining. Every big-city suburb has many such services available, but there always seems to be room for another, *particularly if the food specialist establishes a reputation for reliable products and services.*

The *Reader's Digest Manual* of ideas for small business cites this somewhat typical case of: "A catering service for cocktail parties, teas and receptions, supplying sandwiches, *canapés*, and hors d'oeuvres, was developed by an Ohio woman, Mrs. Fred Hoffman. She called it the Canape Cupboard.

"Canapes were made in the shop, delivered to the customer's home, and arranged on serving dishes. Specialties were sandwiches daintily decorated. Tea sandwiches, tightly wrapped in wax paper and chilled, could be kept fresh two or three days.

"The Cupboard also took orders for cakes, cookies, mints, nuts and cheeses, and sold delicacies from all parts of the world. Advertising for the Canape Cupboard was done with attractive little folders, and by satisfied customers.

"An enterprise of this type can be carried on by a family, stay-at-home members preparing the sandwiches and canapes, others delivering and perhaps serving. It pays to use only the best ingredients and build a reputation for quality, as well as for flavor and eye appeal."

Illustrative of the family participation in establishment of a thriving catering service is the case of the Stearn family of Westfield, New Jersey. Mrs. Margaret Stern, an active party-giver and party-goer, was persuaded to help a frightened navy bride give a "must" party by helping her with the refreshments. That led to catering to others who recognized her interest and ability. She used no particular advertising except the word-of-mouth comments on her fine service and through a period of a year her activity developed steadily until she expanded her business and called it the Party Corner.

Food was prepared in the family kitchen, which, as the service developed, was augmented with extra equipment. Her husband and children helped with shopping, packing of glassware, and securing

other help. The family station wagon was called into service for delivery.

As the service expanded Mrs. Stern promised on twenty-four-hour notice to provide *canapés*, waitresses, or butler, or both, dishes, etc., for as many as two hundred guests. (As an added service she would take care of mailing of invitations.) For one party, as illustration, Mrs. Stern provided scores of puffs filled with creamed mushrooms or welsh rarebit, tarts with crab meat Newburg, cheese, onion rounds, caviar, olives, anchovies, and the like.

Customers also multiplied for the Southern woman who became known for her particularly delicious cakes. The cakes, made from rich ingredients, were not low in price, but her promise of delivery in virtually one hour after an order won many friends among women who suddenly required a cake to dress up a hurry-up meal for guests or hungry husbands.

The prepared meal expert who delivers either a full meal, or most of it, or one hot dish as the foundation of a good meal, is in increasing demand, particularly in crowded areas where kitchens are small or non-existent. The prepared-meal expert charges a flat price which is usually figured on the basis of the number of servings. The range of possibilities in the one-dish service is limited only by popularity of certain foods and the ingenuity of the expert: beans and brown bread; spaghetti and meat balls; goulash; chicken fricassee; *chile con carne*; fish dishes; beef or lamb or chicken pie; for two or four, six or eight servings. Delivery can be in leakproof cartons or hot casseroles with deposits made on the casserole to insure its return.

Indicative of the potentialities of such services, although it is an exceptional case, is the business story of Bill Rosenberg of Quincy, Massachusetts. When he was working in the shipyards during the war, he saw the need for better feeding of workers. He borrowed some money and cashed in some savings bonds and bought a truck, and started delivering sandwiches and coffee to employees in industries. He started in 1946 and within four years had developed a \$2,000,000 a year business selling sandwiches and coffee or complete hot meals to half a million New England factory hands—the food prepared and delivered by two hundred and fifty persons in his organization.

Women as well as men can put such services on a large paying basis. "A novel lunch service for office workers, successfully operated

by Mrs. S. B. Pickett in New York City, might be duplicated in any sizeable city," according to the *Reader's Digest Manual*. "Appetizing box lunches of home-style sandwiches, iced or hot drinks in covered paper cups, and home-made desserts, were delivered by messenger boys.

"Mrs. Pickett started in a small apartment on a capital of \$15.00, and did all the cooking and packing. On the first day, two boys distributed 1,000 menus in nearby office buildings. At once Mrs. Pickett's telephone began to jingle, and her enterprise had been launched successfully. Receipts from the first day's collections provided capital for the next day. Within a year she moved to larger quarters and was employing two cooks, a man to pack boxes, and a general utility boy.

"Regular lunches were 55 cents, and she offered two Budget Luncheons for 85 cents. Sales ranged from 50 boxes on Saturdays to 300 on rainy days, all ordered on subscription or by telephone before 11 a.m. Attractive leaflets with menus for the next day were enclosed with each lunch. Picnic and auto-trip lunches were features, as well as home-made fudge and cookies. Gross annual business topped \$20,000, with a net return of \$60 to \$70 per week."

Naturally prices for such lunches vary in different times and locations and should be calculated carefully by the caterer. The manual also points out that "such an enterprise should be confined to a few city blocks for speedy and economical delivery. Success depends on quality foods, appetizingly prepared and packed, and interestingly varied from day to day, and certain specialties that are always available. *Weather predictions have to be carefully studied as a guide to ordering food supplies to avoid spoilage losses.*"

Alert home cooks looking for a home kitchen business that will send Junior or Junior Miss through college can profitably study ways and means of adapting to their own abilities and localities the experience of Ann Honeycutt, summarized by the *Reader's Digest Manual*: "Crowded restaurants and the shortage of domestic help in 1944 led Ann Honeycutt to start a business in New York City which she named *Casserole Kitchen*. The Kitchen is a rented store with a kitchen in the rear where evening meals are cooked and are then delivered in casseroles so that customers can re-heat the food before serving. [The neighborhood woman actually doesn't need the rented store kitchen. She or He or the Children can deliver.]

"The menu for each day consists of a choice of a meat or fowl

dish (Fridays, meat or fish); two vegetables, one green and one starchy; home-made rolls; a green salad; a dessert. Limitation to two main dishes permits quantity buying, efficiency in cooking, and speed in handling.

"The menu is posted in the store window; regular customers obtain it by phone. Orders are taken as late as 5:00 and are delivered between 5:30 and 8:00 by boys on bicycles. A basket holds dinners for two. Deliveries are confined to a radius of 12 blocks from the kitchen. Prices range from \$1.10 to \$1.65. A deposit of \$1 per dinner is required for equipment which the customer is required to return.

"The business was started with an investment of \$3,000 and equipment consisting of one stove, an ice-box, cooking utensils, 12 dozen casseroles, and baskets. It now grosses between \$800 and \$1,000 per week. The staff consists of a chef and two assistants, three delivery boys, a part-time bookkeeper, and a girl who looks after customers and takes phone orders.

"Miss Honeycutt limits her daily output to 125 dinners. 'The best advice I can give,' she says, 'is not to be afraid to say "We've sold out." It's a temptation to cut portions to make them stretch on busy nights, or to whip up something in a hurry to make a few dollars, but that's short-sighted.'

A woman contemplating *her own* neighborhood Casserole Kitchen can tailor the Honeycutt service to suit her own requirements. The matter of pricing will vary with the times and the locality. Fewer dinners would require no additional help. *Start small and learn as you go!*

The small start became a fine business for Mrs. Sally Warren of Larchmont, New York, who is an inspiring example of the resourcefulness of women confronted by difficult circumstances. The New York *Daily News*, not long ago, reported the story of her activity when left a widow with two school-age children. "One day while reminiscing," the story goes, "she recalled her mother had been famous as a cook. Her mouth watered as she remembered the fancy dishes her Ma could make and had taught her to make. She thought that busy matrons might like some of these delicacies when they entertained. Out went about a dozen postcards offering to supply party sandwiches, chicken pies, baked beans, tasty casseroles and canapes. She got results and she was in business.

"Her tiny two-by-four kitchen, in which she prepared all the party food, soon became too small to handle her orders. She opened a shop

at 132 Boston Post Road, Larchmont, and hired two helpers . . . Mrs. Warren now has a pool of 10 waiters and waitresses. Her daughters aid her as hostesses. From the time she gets an order to cater a wedding, reception or cocktail party, she or one of her daughters sees the party through, even to supplying glasses, dishes and cutlery.

"Mrs. Warren expects to move into larger quarters to handle her expanding business. 'Now we're nice and busy,' she says. *'It's a precarious business with long and hard hours but I love to cook and serve.'*"

SPECIAL-OCCASION SERVICE AND ORGANIZERS

Two other basic types of catering involve the special-occasion service where the caterer takes over party meals for large affairs. Alone, or with assistants, the organizer, for a flat fee, will plan and supply all details, from invitations to elaborate service. These more highly specialized forms of catering can well be developed from smaller starts.

Obviously there are many individualized forms of catering services to meet the needs of a given community and depending on the capabilities of the caterer. Suggestive of other possibilities are the following tips:

Regular lunches for school children

Casserole dinners for bachelors and business girls

Box or basket lunches for picnickers

Dinners for newlyweds

Packaged meals for mothers just returned from maternity wards

Special Sunday meal services

Special products such as pies, cakes, boxes of cookies, doughnuts, etc.

Birthday cakes

At Ithaca, New York, an enterprising man gets the birth dates of Cornell University students and circularizes the parents, who order special delivery to college rooms.

When Sally Goldberg and Patty-Bo Harvie were attending Boston University they got the idea of supplying cakes and arranged with a Boston bakery for the product. They delivered cakes to Harvard, M.I.T., Wellesley, and other New England colleges for \$3.00 to \$5.00 each *at a profit*.

Special opportunities include: various anniversaries, dances, sports events, office parties, business openings.

If a catering service is to be your home money-maker it is urged that you start small to gain experience, plan carefully, study costs of materials and fair return for your own time and skill and work; keep records, expand slowly as you put your kitchen on an efficiently productive basis.

TIPS ON GETTING CATERING BUSINESS

The New York Woman's Program gives these helpful tips on ways to get into the catering business:

"Select a list of likely customers in your neighborhood and send them a special announcement.

"List your name and type of service with local society editors, radio commentators, hotels, schools, shops, linen supply houses, caterer's supply houses, local bakers with no party service, and frozen dessert manufacturers.

"Call on ministers and churches to be recommended for weddings and special church activities. Also the Y.M.C.A. and the Y.W.C.A. and similar youth organizations.

"Contact the presidents of women's clubs, men's clubs, community clubs, fraternal organizations, university and country clubs, Chambers of Commerce, also schools and universities, principals, teachers, and the PTA for school affairs.

"Make special arrangements with hotels, inns, and restaurants not equipped to do parties.

"Contact executives of local businesses who may give parties for customers, buyers, personnel.

"Occasionally, donate a prize concoction to important community or charity functions.

"Contact local specialty shops, children's, bridal, gift, book, jeweler, florist, greeting card and trousseau departments."

One of the strong points to contemplate in connection with possible catering is the fact that if you have a reasonably well-equipped kitchen you do not require any special facilities for a beginning operation. You can order your supplies carefully as the need develops. You will, however, need to do some telephone investigation regarding regulations. No federal or state licenses are required for

catering, but you should check with your local or state health departments regarding regulations, including possible zoning laws which will be explained by your town clerk or zoning board. You will also need to inquire about local or state sales taxes and state and federal income taxes, getting information from your state or regional office of internal revenue collectors. This investigation may seem to be a nuisance, but it is necessary. The details have been mastered by others and shouldn't stop you. It is simple detail work such as this that stops many from getting started and that lessens your own competition.

HELPFUL BOOKS FOR CATERERS

Chef's Guide to Quantity Cookery, by John H. Breland. Harper & Bros., 49 East 33rd St., New York 16, N.Y.

Recipes and Menus for Fifty, by Frances Smith & Florence Stoddard. M. Barrows & Co., 425 4th Ave., New York 3, N.Y.

Food for Fifty, by Sina F. Fowler & Others. John Wiley & Sons, Inc., 440 4th Ave., New York 16, N.Y.

Group Feeding, by Clifford A. Kaiser. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

The Smörgåsbord Cookbook: Over 200 New Recipes, by Anna O. Coombs. A. A. Wyn, Inc., 23 West 47th St., New York 36, N.Y.

Bill McGee's Western Barbecue Cookbook, Ed Ainsworth, editor. Murray & Gee, 3630 Eastham Dr., Culver City, Calif.

The Fireside Cookbook, by James Beard. Simon & Schuster, Inc., 630 5th Ave., New York 20, N.Y.

Menus and Recipes for Discriminating Hostesses, by Ella L. Lambert. Charles A. Bennett Co., Inc., 237 North Monroe St., Peoria 3, Ill.

400 Salads, by Florence A. Cowles & Florence L. Harris. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.

The Salad Book, by Louis P. de Gouy. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.

Mary Hunt's Salad Bowl, by Mary Hunt. M. Barrows & Co., 425 4th Ave., New York 3, N.Y.

10,000 Snacks, by Cora Brown & others. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.

A Book of Hors D'Oeuvre, by Lucy G. Allen. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.

Hors D'Oeuvre and Canapes, by James Beard. M. Barrows & Co., 425 4th Ave., New York 3, N.Y.

The Lunch Box: And Every Kind of Sandwich, by Florence Browbeck. M. Barrows & Co., 425 4th Ave., New York 3, N.Y.

1001 Sandwiches, by Florence A. Cowles. Little, Brown & Co., 34 Beacon St., Boston 6, Mass.

- The Art of Serving Food Attractively*, by Mary Albert Wenker. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- The Soup Book*, by Louis P. de Gouy. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- Some Shrimp Recipes*, by Helen E. Brown. Castle Press, 136 West Union St., Pasadena, Calif.
- 501 Easy Cocktail Canapes*, by Olga de Laslia Leigh. Thomas Y. Crowell Co., 432 4th Ave., New York 16, N.Y.
- Dessert Cookbook*, by June Platt. Houghton Mifflin Co., 2 Park St., Boston 7, Mass.
- Ice Cream Desserts*, by Louis P. de Gouy. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- Serve It Buffet*, by Florence R. Brobeck. M. Barrows & Co., 425 4th Ave., New York 3, N.Y.
- Take It Easy Before Dinner*, by Ruth L. Holberg. Thomas Y. Crowell Co., 432 4th Ave., New York 16, N.Y.
- Cook It In a Casserole: With Chafing Dish Recipes and Menus*, by Florence R. Brobeck. M. Barrows & Co., 425 4th Ave., New York 3, N.Y.
- Casserole Cookery*, by Marian & Nino Tracy. Viking Press, Inc., 18 East 48th St., New York 17, N.Y.
- Standard Cocktail Guide*, by Crosby Gaige. M. Barrows & Co., 425 4th Ave., New York 3, N.Y.
- See helpful books listed in other food chapters.

Part Five

SCORES OF HOME SERVICES
FOR CASH

CHAPTER THIRTY-TWO

Tourist Lodging for a Night or Longer

VACATIONING MOTORISTS spend approximately one and one half billion dollars annually for their lodgings, and less than one half of that goes to hotels. More than one half of that huge estimated melon goes to motor courts and tourist homes. Home money-makers can eye those figures calculatingly. How big a slice of that melon should be yours? Despite the fact that the number of tourist courts is near 50,000 and the tourist homes are legion, there is room for a tremendous expansion of clean, well-located, intelligently managed places where a motorist and his family can rest *cleanly and comfortably*. The emphasis is on the words *cleanly and comfortably*, because the day of the dollar-a-night room with a cornhusk mattress and the flimsy dollar-or-two-a-night cabin is gone, probably forever. The motorist wants and is ready to pay for better accommodations.

Because of this demand for truly comfortable cabins or rooms, coupled with high construction costs, the investment required to provide lodging is higher; but it is offset by the higher rates that prevail. Individuals with large farm homes, or with large homes on or near highways in the smaller towns, can garner the tourist dollar with less investment than the motel or cabin-camp operator. But even in the tourist homes it is now required that comfortable mattresses and adequate bathing facilities be installed.

Let us face it. While you may be situated where you can turn your own residence into a tourist home with a very modest outlay, the tourist court is not for you unless you have considerable funds or are able to secure adequate financing, or can start small under special conditions, such as ideal location. The U. S. Department of Commerce informs us that "the average-sized motor court with its excellent opportunities for gradual expansion, has a future that seems assured and permanent." But we find that many tourist courts represent an investment of \$30,000 to \$50,000 and the owner-operator can expect a net profit of \$4,000 to \$12,000 annually, depending on the size of the project. Some tourist-court owners figure that they

make high profit in proportion to investment, but they are apt to be slighting the charge-off for depreciation and obsolescence and figuring that rising property values more than offset those charges. They may be correct, but theirs is not a recommended method of business accounting. The Department of Commerce advises tourist-cabin owners to write off 65 per cent of their investment in the first 10 years.

Even though the full-fledged tourist court represents a comparatively large investment, you can seek out your own way to start with a small investment and develop your business as circumstances warrant. You will want to consider these divisions of the motorists' one and one half billion for lodging each year:

1. *The tourist home.* Approximately 13 per cent of touring motorists stay in the tourist home—this including the farm home, the roadside residence in small towns and on the outskirts of cities. This bid for the tourists' lodging dollar permits you to get started with the minimum of investment.
2. *The motor court.* Which gets about 38 per cent of the business.
 - A. *The motel* is the glamor girl in this department of the business, usually charging the highest rates and requiring the largest investment. The motel makes the most insistent demands on the time and resources and ingenuity of the owner-operators. The typical motel is a series of attached units, sometimes with two or three second-story units and a sun deck atop the structures.
 - B. *Tourist cabins*, attractively arranged in separate units, come next. The cabin court lends itself to a smaller start for later development than does the motel, and depending on local building conditions, may be launched with less investment.
3. *Vacation cabins, trailer and tourist camps.* Often designed not only for overnight or week-end stops, but for vacationing families who want a two or three-room cabin for a week or more in resort areas; or who want available camping equipment where they set up their own tents; or who want to park their trailers by pressure water and electric-light lines for a few days or a season.

Many of the requirements and important angles in securing the motorists' lodging dollars apply to all of the above classifications, but each has its own particular characteristics. The entire field

should be considered first, before centering special attention on your own individual plans.

IF YOU WANT TO RUN A MOTOR COURT

You may dream of running a flashy motor court, leading the life of Reilly in your own snug suite while motorists drive in and the cash register tinkles an entrancing tune of profits and independence. You may so dream and make it come true. The more intelligently and cautiously you approach the picture, the more likely you are to realize its peaceful fulfillment. Give your dream a helping hand and a helping mind. The fact that thousands of motor courts do provide a fine home and fine living for the owners should encourage your investigation. The fact that many motor courts are for sale outright should encourage even closer examination of the field. The court for sale may be your success where it was the present owner's failure. Let's raise a number of questions and examine several factors that may help to make your dream come true.

What previous experience is needed? It will help if you have had any experience in the hotel business or have been reasonably successful in some other business, for the successful motor court must be operated on basically sound business principles. In addition, you should be sure you enjoy dealing with people, for the master of the motor court is both host and servant of the public, and the successful ones enjoy providing the best service they possibly can.

If you haven't had such experience, man or wife or son or daughter or all four should consider getting jobs in some well-operated motor court and learning from actual practice. Special training in short courses or regular enrollment are provided at Cornell University, Ithaca, New York; Washington State College, Pullman, Washington; Michigan State College, East Lansing, Michigan; The University of Houston, Houston, Texas; The University of California, Berkeley, California; Florida State University, Tallahassee, Florida; The Motel Managers Association, Los Angeles, California.

Your state highway department, local chambers of commerce, state tourist bureaus, local bankers and businessmen are all available for information and advice, as are your state field offices of the U. S. Department of Commerce which has issued a handbook, *Establishing and Operating a Year-Round Motor Court*. This handbook is

available from the Government Printing Office, Washington 25, D.C. Additional sources of information include:

Tourist Court Journal, 107 South 1st St., Temple, Tex.

American Motel Magazine, 5 South Wabash Ave., Chicago 3, Ill.

The American Motor Hotel Assn., 306 New Moore Bldg., San Antonio 5, Tex.

Best Western Motels, 4217 East Ocean Blvd., Long Beach 3, Calif.

Travelers United Hosts, Inc., 712 State Tower Bldg., Syracuse, N.Y.

N.Y. State Department of Commerce, Albany, N.Y.

International Motor Courts Assn., c/o Comfort Cabins, West Campton, N.H.

American Hotel Assn., Mills Bldg., 17th St. and Pennsylvania Ave., N.W., Washington, D.C.

American Hotel Assn., 220 West 57th St., New York 19, N.Y.

The man who is handy with tools and plumbing and carpentering has a distinct advantage in minimizing maintenance and repair and adjustment expenses. Such men have been able, with the aid of skilled builders in laying out cabins, to complete the work and add to the number of rental units in tourist-cabin camps. Thus from a small start he may increase the revenue possibilities and enhance the value of the court as a whole.

How large a court and what will it cost? You might as well ask "How high is up?" or "How long is a piece of string?" Cabin camps have been started with one rental unit, with others added year after year. Ten units is considered the most feasible minimum. So much depends on design and local conditions and your own plans, no one can give precise figures. Roughly, you will probably find that \$2000 per unit or room is a minimum. If you plan for de luxe units, the construction cost may well be \$5000 and the cost of furnishing \$400 to \$600 per room. Experts advise that if you have 20 units or less, the income will not permit a payroll for assistants other than perhaps a chambermaid or one young helper. As previously stated, many courts cost \$30,000 to \$50,000. There is a range for one, or a very few, costing say not over \$10,000 to the not uncommon investment of \$200,000 and \$300,000 in the most elaborate courts where rooms and suites are comparable in comfort and appointments to similar quarters in the most expensive hotels.

Many cabin developments have been started with one or preferably three or four cabins on farms bordering desirable highways. Other cabins are then added as business warrants. Whether placing

one or a dozen cabins, it is obvious that the careful planner will look ahead to enlargement and have the layout provide for logical expansion.

Operators who can convince bankers or others of their competence may find that with an investment of their own of around \$5000 they can get additional financing of many thousands to permit immediate installation of more units than would otherwise be possible. The mortgage, however, is an added business burden, and not to be undertaken lightly. With \$5000 to \$10,000 to invest you may find it entirely feasible to get additional financing to permit establishment of a 10-unit camp.

The beginner, with available roadside land, might well consider making a small start with a little group of good cabins. As he gains experience in their operation he could then consider additional financing and expansion in the business he has learned. The prospective court manager who doesn't have land available but wants to establish his home in connection with a court can contact motor-court consultants for planning service and assistance in finding a location. But always be on guard with sizeable investments.

Is it wiser to buy an established motor court? I don't know a flat answer to that question that you could depend on but can suggest possible advantages and disadvantages that will be of service.

Among the advantages of buying an established court are these: You eliminate a lot of the preliminary detail necessary in starting from scratch. You can tell from the books what costs and profits you can logically expect. You get the numerous advantages of an established, listed operation, involving a reasonable business the moment you take over. You are in business at once instead of investing time and money in establishing a new enterprise. You probably have an opportunity to work with the seller for a few weeks before taking over, thus gaining an intimate working knowledge of the property and its requirements. If the business has been well managed, you acquire a certain number of regular customers, established contacts with help, with various suppliers, identification with other camps and garages and filling-station attendants who route inquiring motorists to recognized camps.

Among possible disadvantages in acquiring a "going business" is that it may be known to the present owner to be a *going* business, *going* into the *red* in a year or two. The records may not have been carefully kept and may present a misleading picture—examine the

books very carefully and have them checked by local bankers or businessmen. The camp which is put up for sale may have been permitted to run down in the previous year or so—have an experienced appraiser check the buildings, plumbing, wiring, furnishings, etc., so you can estimate what you need to bring the place up to par. You may be misled regarding the reputation of the court—make a careful personal check with neighboring businessmen, local and state police officials, suppliers, and others you think might be of assistance. The seller may have information he doesn't give you that is prompting the sale—he may have “wind” of prospective highway changes three or four years hence, the plans of some big operator to establish a plush motel nearby, plans for building a fertilizer plant within smelling distance, a road project some miles away that may for a season or more re-route customary traffic or cut it down.

Whatever you may decide regarding purchase of an established court, **DON'T LET ANYONE RUSH YOU.** Don't make any firm commitment and don't sign any papers without the advice of a lawyer—*your own lawyer!*

What are the marks of a good location for a motor court? The U. S. Department of Commerce and highway and motor-court experts offer these pointers for consideration:

The natural stop is the most desirable location, preferably with a clear view of at least 1500 feet from either direction on the highway. This natural stop may be at the base of a hill, or an expansive elevation offering a fine view of the countryside, or the center of an attractive valley. Most motorists slow down for the curves and while slowed down they have a chance to observe the motor court, make a decision, and stop, instead of breezing by and on to another court.

A location near the outside of a sweeping curve or a V intersection or the crossing of two main highways may be ideal.

The setting is important. Road-weary travelers welcome the view of a court with trees or hills in the background. If the property is near a lake or a river, so much the better.

When Mama and the kids make a slow decision, Papa has to work fast, so it is desirable that there be adequate roads leading in to the court.

There should be adequate ground for the roadways, parking, inviting layout of the court buildings, and attractive landscaping.

And never overlook the desirability of space for expansion when and if the popularity of the court permits addition of rental units, a lunch counter, or restaurant.

Situation not too far from a good eating place is important. (At some courts a "continental breakfast" is offered as an extra service. It consists simply of orange juice, good hot coffee, doughnuts, and rolls to start the wayfarer off in the morning without an additional stop.)

Locations at or near points of special scenic or historic interest are especially desirable, as the traveler is tempted to linger for more than one night.

The great majority of motor courts are open the year round, but in colder states the business is largely done in the summer season; the warm and resort states of the South and West are assured of a more steady year-round patronage. And if you aren't assured of average occupancy of about 75 per cent, you want to do some careful arithmetic.

The most desirable locations are in states and on highways where there is a great deal of "foreign" traffic.

It is well to make an accurate traffic count, and, where possible, to locate on the side of the highway with the heaviest travel.

Frequently the location about 200 to 250 miles from a larger city is good, for that represents a comfortable day's travel.

Naturally, a location without too much direct competition may be advisable or if there are several other tourist courts, a study of "Vacancy" and "No Vacancy" signs may well indicate whether the location is saturated or open to the new enterpriser.

In studying your location, keep in mind the need for electric power, adequate water, and other services that may be available from nearby small towns.

If your own country or small-town location offers many such advantages, you have a good start toward your tourist court; if not, you may consider sale or trade for a location better suited to your project.

Whenever possible, locate where you can arrange for placement of signs a half mile or more in each direction on the highway to give motorists advance notice of the availability of your court.

Before deciding on your location it would be well to refresh your experience by hitting the highways for a few days or weeks and noting the courts that attract your attention; stop at those places;

study them; ask questions, then incorporate the most desirable features in your own court.

What is the future of the motor court? Tremendous! An additional million motor-court rooms are anticipated within 20 years in the motor-court handbook issued by the U. S. Department of Commerce which has this to say on the future of the courts:

"Personalized transportation, provided by the automobile, is gradually revolutionizing many businesses, and is directly affecting the accommodation industry. Traveling America is becoming more and more interested in places to stay along the highways, away from the centers of cities with their present traffic difficulties.

"Motor courts with their utility, accessibility, economy, comfort, informality, beauty, privacy, and cleanliness are capturing the attention of highway travelers. Resort courts are beginning to show a marked popularity with vacationists.

"The building of an average-size motor court, with its excellent opportunity for gradual expansion, has a future that seems assured and permanent.

"The owner's success or failure in this business depends on his own efforts. Internal and external causes that could result in failure should be well known to the newcomer as he enters this industry.

"The two most important external causes of failure are the rerouting of the main highway that runs in front of the court, and legislation affecting roadside businesses.

"It cannot be overemphasized that the longevity and constant use of the highway in front of the proposed court is the most important single factor to be considered in the original planning.

"Certain types of legislation can be detrimental to motor courts. Some bills may try specifically to limit the types of business that can be operated along certain highways, or to set the distance they must be located from the highway.

"Like all other citizens, the motor court owner should find out about proposed legislation that could affect his business. This can be done through membership and cooperation with motor court associations. Positive action is the only way he can help. The association to which he belongs will advise what he can do and his wholehearted cooperation should be freely given.

"Other external causes for failure could be disasters, change of neighborhood, depressions, and competition.

"The losses that could result from disaster can be offset to a very large extent by carrying the type of insurance needed in the area where the court is located. In some places it may be necessary to add tornado and earthquake policies. Others may find it feasible to carry flood insurance. Know thoroughly every type of disaster that can be expected in the area being considered for the court, and guard against them with the proper policies and augment these with the kind of construction and consideration of location sometimes necessary. For example, it is not advisable to build in an area that has frequent dust storms, or on low land where floods can occur.

"The change in the neighborhood can definitely affect the business done at a first-class transient court. It is imperative to know the future plans for the land adjacent to the proposed site.

"Depressions can be weathered by sound businesses, operating on a reduced-cost basis, if their operation during the years ahead of the depression maintained a healthy relationship between assets and liabilities and proper reserves were set aside for depreciation and obsolescence. A depression, and even a temporary letdown of usual business, must be recognized at once and operating costs pared down to meet it. Not much can be done about fixed charges, but careful management coupled with increased salesmanship and promotion can have a lot to do with weathering an economic storm.

"The motor court has an advantage during times of poor business not common in some other fields. During the last major depression, most retail sales decreased, but the sale of gasoline did not. Americans are ever on the go, during good times and bad.

"Competition enters every new business and it is entering this industry too; Competition has already caused better courts to be constructed.

"This will continue to be true and courts will continue to be built until the saturation point is reached. Where that point is no one knows, but various estimates have placed the ultimate growth in the next 20 years at 1,000,000 more motor court rooms than there are at present.

"In addition to transient courts which will probably predominate, there will also be resort courts catering to vacationists and sky courts which will be motor courts with a landing field.

"Meanwhile a location should be found where competition is not severe. There is no reason to buck competition before it may be forced upon the court by later developments. There are many places

throughout the country where good motor courts are needed and could do a good business. It is not necessary to build new courts next to others. In some businesses adjacent locations may be desirable. But except in isolated cases this cannot be said about this industry.

"When the motor court owner is established and has a going concern of his own, he is his own boss in that he owns, controls, and operates the court, purchases the supplies, and hires and fires the employees. But in life there is no one entirely his own boss. In this industry the guests are the boss and the owner the servant. This relationship cannot be overemphasized.

"On the other hand, since there is no one to tell the owner that he should do this or should not do that, he must make many decisions, often without warning, and he has to be right a good percentage of the time.

"It is essential that the motor court owner keep up with what is going on in his industry. New ideas have to be studied and the court kept up to date. Conventions of the association to which the court belongs should be attended. The owner will also make many contacts with sources of business, and is necessarily away from the court some of the time. Several excellent contacts in the nearby community could be made through membership in the chamber of commerce and a local service club.

"The motorist has recognized that most courts have one owner who is generally the manager, and he is looked to when there are any special arrangements to be made, or misunderstandings to be adjusted. The owner will have to arrange his day to be on hand when most of the guests ordinarily look for him. At most courts this could be during the late afternoon, early evenings, and early morning hours.

"This industry is still in its early stages and there is not a wealth of material for the newcomer to study.

"Some ways for the owner to keep abreast of trends in the industry once he has constructed or purchased a court include:

- (a) Joining local, State, and national trade associations;
- (b) Subscribing to the trade magazines;
- (c) Keeping posted on current development which may have an effect on the motor court industry; and
- (d) Meeting with other motor court operators. In addition to the national trade associations, local and State groups of motor courts

are being formed which can be of great assistance to each member.

"If you have read and considered the many factors governing the construction and operation of a year-round transient motor court you now know that the three essentials that can spell success are: the right location; ability to get along with people; and hard work.

"The motor court industry is a new horizon in itself, and is on the verge of tremendous growth.

"Your future in this industry can be assured, permanent, interesting, and successful if you are fortunate in the original location of your court, provide land for expansion, advance slowly within set budgets, get along well with both your guests and employees, and are willing to work hard."

Is a tourist court a good retirement project? The answer must be "yes" and "no" with some emphasis on the negative. The tourist court is offering a greater and greater appeal to folk in their fifties and facing retirement. The analysts assure us that three out of four near retirement want to continue working on their present jobs or get into some part-time activity that will keep them busy. A tourist court will keep them busy all right—probably busier than they have ever been before. The couple who can conduct a court while also running a small farm may well continue. The couple getting started on a court while in vigorous middle or late middle age may find it the answer to their dreams. But the elderly couple might find such a project, except a very small one, more than they can manage. The retiring couple, however, that has financing for a full-fledged court with enough units to make a few helpers possible, may seriously consider the possibilities. The larger court permits them to act as host and hostess and supervisors while others do the detailed work involved.

A check list for a prospective court operator. "No list could possibly cover all contingencies," according to the U. S. Department of Commerce handbook. "However, 50 points are raised here to guide you in your decision about entering this industry, and once in it, in the economical management of a first-class up-to-date court:

1. Have you chosen a permanent location, one where the potentialities for long-term prosperity are high? For the life of the court's buildings?

2. Do you like people? Can you greet them graciously? Do you have the ability to make friends?
3. Are you willing to work hard? Long hours? Seven days a week?
4. Can you maintain standards?
5. Are you a good conversationalist? A good listener?
6. Can you maintain an even poise when emergencies arise?
7. Are you a good salesman? For yourself? For your business?
8. Can you win the loyalty of your employees?
9. Do you have sufficient capital to handle 60 per cent or more of an investment that will give you at least 10 salable rooms to start?
10. Do you have enough capital to purchase, at the outset, sufficient land for expansion?
11. Will there be capital left to meet all operating obligations for at least 6 months?
12. Do you have the final completed court in mind at the outset? Are you planning in that direction, step by step?
13. Are you locating in a climate where year-round business is assured? If not, are you planning your operations to meet conditions?
14. Are the grounds, office, and rooms easily accessible from the highway?
15. Do you have space for a car next to each room?
16. Are the rooms comfortably furnished in good taste? Well equipped?
17. Have you included the services of a landscape architect?
18. Have you complied with all zoning regulations? Building regulations?
19. Are there natural surroundings?
20. Is the court near a good restaurant?
21. Can you obtain public utilities at the site?
22. Is the court near some points of interest?
23. Has the court complied with all laws? Obtained necessary permits? Licenses?
24. Is the investment adequately covered by insurance?
25. Has a budget been made defining clearly the limits of expenditures for the court? For each room? For each department?
26. Is all purchasing done with future maintenance and repair costs in mind?
27. Are supplies kept up to date?

28. Can you operate economically?
29. Are you going to offer economical room rates?
30. Have you selected the employees carefully? Trained them for their jobs?
31. Have the selling clerks been trained thoroughly in the art of showing and selling rooms? Do you have each one of them sell you a room from time to time?
32. Has the reservation procedure been determined? Fully explained to all concerned?
33. Is the night clerk giving the court full protection during the night?
34. Do you have regular meetings with all the employees once a week?
35. Is there a good cooperative relationship between the selling office and housekeeping department?
36. Are periodic room inspections made?
37. Has a plan for the rotation of linens been put into effect?
38. Has the court retained the services of an attorney?
39. Have you obtained the part-time services of an accountant to set up the books?
40. Can you work toward a definite budget on advertising expenditures? Make it pay for itself? Has the highway sign program been carefully laid out?
41. Have you included the services of an architect in your over-all planning and building program?
42. Has your court been accepted by a motor court organization? Recommended by an automobile association?
43. Have you subscribed to the trade magazines?
44. Have you taken the time to get to know your neighbors?
45. What have you decided to do about pets?
46. Have you decided to operate on a pay-in-advance basis?
47. Do you deposit the court's receipts every day?
48. If you are thinking of purchasing a court already established, have you found out why the owner wants to sell? Studied the books in detail? Had an attorney determine the extent of its liabilities? Made a thorough inspection of all buildings? Equipment? Supplies? Learned the competition? Ascertained future possibilities?
49. Are you meeting with other court operators to discuss problems of mutual interest?

50. Have you the four goals in mind: A profit at the end of the year? Reduction of borrowed capital? Writing off 65 per cent of the original costs in 10 years? Expansion?"

**IF YOU WANT TO RUN A VACATION CABIN,
TRAILER, OR TOURIST CAMP**

Much of the information applying to the more elaborate motor courts applies as well to vacation cabins, trailer parks, and motorists' camp sites. However, this approach to the vacationist's pocket-book and pleasure can be established with lesser investment and in many instances somewhat off the concrete and blacktop highways.

In the resort sections along the coasts and in lake and river fishing and recreation areas, there is a general demand for good vacation cabins that usually exceeds the supply. The cabins do not have to offer the elaborate construction and finishing and furnishing of the motels and super motor courts—as a matter of fact the vacationers who want a cabin for a week or more often prefer a more rustic, though comfortable, building and location.

It is easier for the part-time operator to set up one or several cabins and maintain them because the vacationers want to prepare their own meals and do what housekeeping is immediately required, and are not demanding first-class hotel service. Furthermore, as the vacation cabins are advertised and filled by word-of-mouth recommendations and vacationers who sometimes return year after year, and are rented usually for at least a week to one group of occupants, there is better assurance of steady occupancy during the vacation season. This season is short in many states—usually 12 weeks at most. Sometimes in hunting and skiing areas the cabins are in winter demand as well for brief periods.

The vacation camp usually has cabins for couples and for larger groups as well. Some camps are operated on the same scale as the popular motor courts with a minimum of 10 units and 20 or more preferred for a full-time operation. But it is possible for the small operator to begin with fewer cabins and enter the field in a small way, devoting only part of each year to the operation. If he is handy with tools and paint brush, he can develop a plan for three or five or 10 years' development, erecting from scratch or with prefabricated sections, and add a cabin or two each year.

While the slick motel charges \$10 or \$12 a night, and even higher

in best seasons, the rental in a cabin camp varies from around \$25 for a small cabin to \$35 or more per week. Profits vary according to the desirability of the cabins and the location and number of units available.

In particularly desirable resort areas the cabin-camp operator may set up lightly constructed summer bungalows for seasonal rental which may range from \$600 a season and up, according to length of season, the location, and the size of cabins and their furnishings.

Separately, but, on occasion, in conjunction with vacation cabins, the operator establishes a trailer park where motorists with trailers may stop for a week or month or season. Such parks, too, require investment, and involve more than the land. The trailer park often represents an investment of \$250 or more per space, the outlay being involved in grading, driveways, water and electricity, septic tanks, and in the more elaborate places, sidewalks and little lawns and even flower and vegetable gardens. These sites rent for around \$18 per month, but with variation, of course, according to the facilities involved and the location. Closely allied to the trailer park is the tent-camp site for motorists.

High rents, high costs of housing, high costs of city living, are driving more and more people into the ranks of the mobile home dwellers from all classes of population, ranging from factory workers to retired executives. Nearly 2,000,000 people are now living in houses on wheels—and the number is increasing at the rate of 200,000 annually.

This trend is causing increased demand for trailer parks. The number of such parks was estimated in 1953 to be approximately 12,000 in all 48 states, with an increase of about 1000 parks a year. The average park accommodates from 200 to 300 trailers and there are a few in the South and West that have locations for as many as 1000 to 2000 coaches. In such trailer communities there are even mobile offices for doctors and dentists, and beauty parlors and other services for the trailer dwellers.

In the early 1930s, when trailers began moving in considerable numbers, most of the coaches were less than 15 feet long, but today only three per cent of the coaches made are under 23 feet. Nearly 70 per cent of coaches made today are 30 or more feet long and many include built-in television, radiant heating, streamlined kitchens, electric water heaters and venetian blinds.

Supplemental income is secured at the several-unit camp by rental

of washing machines, sale of cigarettes and bottled drinks and other supplies for the vacationer and his family.

Stop, look, and listen to sound advice before indulging in your dream of a motor court or tourist camp. Thousands have found this type of business to be ideal for them, but don't forget that many have failed and lost slices of their investments. There are many other ways to make as much or more money easier than in this field. This book offers hundreds of easier ways to make money with a tiny fraction of the investment required in courts. If the tourist dollar interests you, it can be secured more quickly and surely and with less investment in operation of a tourist home.

TOURIST AND VACATION HOMES FOR QUICK CASH INCOME

One of the quickest and surest ways to make money at home if you don't object to surrendering privacy for cash is to rent one or more of your sleeping rooms. Depending on the size of your place, you can, as many thousands do from coast to coast, make from \$25 to \$200 or more a month.

In a general way, this type of operation is divided into these three classifications:

1. *The roadside, overnight, tourist home.* Location on or near a well-traveled highway is vital for a successful overnight tourist home, whether it be farm, village, or outskirt home. Weary motorists toward the end of the day, wanting only overnight accommodations, don't like to go exploring off their main route of travel. They want to pull off the road easily, quickly, get their quarters, wash, eat, drink, sleep, and get away on schedule in the morning. This type of traveler is flagged down by roadside signs clearly visible in daytime and well lighted at night. It costs little to run a cable to your "Tourists—Vacancy" (or "No Vacancy") lighted sign.

Many overnight tourist homes have only one bedroom to rent, but if several rooms are available you are able to finance adequate help in handling the work of cleaning the rooms. If your home is located on a main thoroughfare, you have only to check your local zoning laws and the facilities available to begin your tourist-home operation. Obviously, your income will be limited if only one room is available and you might, after experimentation, decide to secure a

larger house, well located for your purposes, and thus set out to have the family make as much as \$2400 annually at home.

One of your most important considerations before launching your enterprise is whether you are willing to surrender the privacy of your home to a constantly changing flow of overnight guests. Most of them will be reasonable; some of them unduly demanding and needing to "be put in their places." Many people thoroughly enjoy the visitors and the brief contacts because they enjoy people. Others are so set in their ways they resent interruptions, even for pay. If you are one of the latter, the operation of a tourist home is not for you.

2. *Off-roadside, overnight, tourist homes.* There is, in many areas, an increasing demand for tourist homes that are not located on main highways. In such cases business is secured by listing with local chambers of commerce, garages, filling stations, etc. Particularly in towns and larger places where there are schools and other institutions drawing visitors, the off-highway tourist home can secure guests by listing with the institutions. Many such localities have only one small hotel or an inn or two, and especially at school-opening and -closing periods there is a shortage of comfortable rooms. Such institutions keep lists of available rooms to accommodate visitors.

3. *Off-roadside vacation homes and farms.* Particularly in or near resort areas there is an increasing business in rental of rooms in big, old farmhouses that have been remodeled. These places take the overflow from the more desirably located places and attract the family groups that can't pay the higher rates of cottages on the water, for instance. Included in this category are the farm-vacation homes for families or individuals that want quiet and rest away from the excitement of more crowded spots.

In many areas in New England and elsewhere there are large, old farmhouses available for around \$5000, which require perhaps \$3000 for remodeling to provide as many as 10 or a dozen guest rooms, as well as quarters for the operating family. If such a place is acquired, you have the chance to establish a more or less year-round business, charging from \$25 to \$50 per guest per week for board and room. The board can be simple and family style but must be good. It is necessary that such a place have a "living" room available to the guests.

There are few readers who will not at one time or another have

used tourist or vacation homes, so you can draw up your own specifications of desirable features. Depending on the type and scope of your operations your list of essential pointers will undoubtedly include these:

Adequate nearby parking is particularly important.

The place should preferably have enough rooms so you can employ help.

It must, above all, be comfortable and clean. The middle-income groups will not necessarily require private bathrooms, but the traffic should not be heavy and cleanliness of bath and room and home is essential. Showers are more economical to install and maintain.

House rules, simple, to the point, should be posted.

Furnishing should be comfortable and simple and should include waste baskets and plenty of ash trays. The writer once stayed at a tourist home in Andover, Massachusetts, in a room filled with antiques worth thousands of dollars, but with a mattress filled with petrified cornhusks—and not an ash tray in the place. Tourist homes get the best advertising from personal recommendations, and obviously such a place would never be recommended, even to enemies.

CHAPTER THIRTY-THREE

Ways to Make Money with Your Typewriter and Other Business Services

YOUR TYPEWRITER, and the ability to use it accurately, offers one of the quickest and easiest ways to increase your income at home. Thousands of men and women have found typing to be the door opener to other sources of home income. If you haven't the ability to type, you would be well advised to consider a two to three months' course in a business school, or, for that matter, you can teach yourself to be an expert typist by taking a mail-order course or, through any typewriter company, securing pamphlets and advice on selection of low-priced booklets that teach you at home. The ability to type is one of the best insurances of income that is known.

One hundred dollars or less will put you into the home-lettershop

business. If you have a typewriter with a good roll and well-aligned, clean type, you already have the major part of your equipment. You can rent typewriters from agencies listed in classified sections of most telephone books. In addition, you will need carbon paper, canary-yellow second sheets, a box of good white 8½" x 11" bond copy paper. Some of your clients will supply their own letterheads. You can make your own filing cabinets with use of corrugated paper cartons, although steel letter files are more desirable and serviceable. With such equipment you are ready for business in town and city and country, and with a little ingenuity can make hundreds and even thousands of dollars' profit annually and be on your way to a larger business of your own.

You can operate from your own house or apartment, and there are rarely any local requirements for licenses and other permissions. Or, if you prefer, you should have no great difficulty in securing free office space in exchange for answering telephone calls. Many real estate offices, young lawyers, small shops and stores, welcome exchange of desk space for such supplemental service.

You secure your clients by placing small classified advertisements in local newspapers and by sending postal cards to professional people, club presidents, authors, stores, and other logical places, advertising your service—and keep in mind that it is a service for which there is a constant demand and one that offers larger opportunities.

Those greater opportunities were quickly recognized by Lorna Slocombe of Cambridge, Massachusetts. She started a typing service that soon forced her into larger business. At the beginning when she had extra time she used her typewriter for writing for magazines such as *Your Life* and *Good Housekeeping*, and now she has her typing business and is a very successful author as well.

Not writing for publication, but simply making pertinent notes in a memorandum to assist others interested in typing services, Lorna Slocombe gives us this helpful fruit of her own successful experience:

"Typing: smallest overhead in the world. You can do it at home with a typewriter. Office model is better than the portable because it makes better carbons. Or set up shop in a college town or business center. You can get free space in return for taking calls.

"To set your rates, call up the other typists, public stenographers, etc., to get an idea of prevailing rates. Give rates by the 1000 words,

rather than by the page, since one page might, in the eye of the customer, have either 200 or 400 words on it. Or you can stipulate 'A dollar a thousand words, 25 cents for a double-spaced page of 250 words.'

"On any tough job, dictation, etc., charge by the hour. Set your hourly rate by the number of pages you type in the average hour. Charge extra for carbons, single-spacing, foreign languages, and revisions made not through your errors but at the customer's request. Charge overtime for rush jobs that have to be done evenings and Sundays.

"To drum up trade: send out postcards to students, businessmen, doctors, etc., living near you. Have office hours when they can reach you, even if it's just two hours a day.

"If you are doing thesis typing for students, get a good book which will give you the correct form for footnotes, bibliography, the use of *op. cit.*, *ibid.*, etc. This is very important, and students rely on the typist for help.

"Use paper with an erasable finish, such as Eaton's Corrasible in the 16-lb. weight. F. S. Webster Company, Cambridge, Massachusetts, makes a carbon paper called Micrometric with numbers down the sides—a great help when typing footnotes.

"Biggest headache: customers in a hurry.

"Most fun: meeting the great variety of people."

There we have one voice of experience. And the experience expands. The home typist can confine the operation to the one field but soon the man or woman finds that the service branches into secretarial duties and additional income.

Some, but by no means all, of the ways in which your home typewriter can make money for you include the following:

Typing letters

Typing manuscripts for authors, theses for students

Copying mailing lists

Addressing envelopes for mailing

Addressing envelopes and inserting bills for professional people and small businesses with limited staffs, or supplementing staffs of larger operators during seasonal peak periods. This is often a repeating monthly business.

Filling in multigraphed letters to match

Typing speeches and sermons from handwritten copy

Typing notices of meetings for local clubs. A good "repeat" business.

Cutting mimeograph stencils
Addressing labels for special mailings
Cutting stencils for mailing lists
Writing for newspapers and magazines

A dictate-by-telephone service for professional people, contractors, bookstores, real estate agents, and other small-staff organizations.

If you are branching out and secure a second-hand mimeograph for \$100 to \$200, you open up the field of reproduction by this and other means for various businesses, small or large.

If you are really a first-rate typist, you can cut stencils for \$1.00 to \$1.50 a page and run off on a mimeograph the bulletins for churches and clubs, menus for restaurants, and a wide variety of other notices.

Potentialities in the field under consideration are almost limitless. Large numbers of men and women with and without previous broad training have made themselves independent through their typewriters and the allied services that typing makes possible. Such potentialities were "seen" in the mind of C. Rodney Demarest of Stamford, Connecticut, blind since 1940.

This man related at a Kiwanis club meeting, as reported in Greenwich (Conn.) *Time*, how he turned a one-room business into an organization that within three years was grossing more than \$50,000.

"After secretarial training, including courses in touch typing and braille shorthand, I was ready for a job," said Mr. Demarest. "But it seemed to me that none of the chances to work with someone else were as good as my own chances if I were to go into business for myself. So I borrowed \$400 from my parents and rented one room in a Stamford office building.

"I furnished the room with four desks and had three main goals in my mind. The first was to provide desk space in a central location for three other businessmen who would rent these desks from me. My second plan was to start a daytime telephone-answering service. The third idea, an outgrowth of the other two, was to act as a public stenographer. I also arranged to act as a broker for mimeograph work at 15 per cent commission.

"The first three months were very discouraging. In fact, at the end of that time I had to borrow another \$100 to keep going. But soon after that things began to look very encouraging. I got 15 telephones which I answered and also obtained several dictation clients.

"The business grew so that in December, less than one year after

I had started, I was taking out \$200 a month for myself and had paid off all my debts. My brother then became interested and joined me, putting more money into the firm. With this money we bought our own mimeographing machine.

"In April of 1947 the Stamford Letter Service wanted us to take over their firm and operate it on a share-the-profit deal. But we didn't want to build up a business for anyone else and so we arranged to buy that firm. We then expanded to three rooms and got a girl to help with the typing.

"We then got a client who wanted us to mail out 110,000 letters a month. My father, who had worked for someone else, then came into the firm and we incorporated as 'Demarest Incorporated Services.' We moved into larger quarters and got 10 girls to help us.

"We also acted as broker for a printing firm which we now own ourselves. In our fiscal year ending in July 1949 we grossed more than \$50,000 and it looks like we are going to do even better in 1950.

"I now have 69 subscribers to my phone-answering service. I locate our own phones by the sound of the bells and the distance and direction from which the sound travels.

"I have no sympathy with anyone who says they haven't got a chance today. In spite of government regulations, which can be pretty annoying, I will admit, there is no reason for anyone to be afraid to go into business for himself. We have unlimited opportunities in the United States today for anyone who will go out and get them."

Those unlimited opportunities are yours for the taking. You can, in your own home, set up your own letter shop along the lines explained by Lorna Slocombe, or you can apply at home many of the steps followed by C. Rodney Demarest. Once you have started in a small way you may well have the experience of many others that your home business will grow and make possible the establishment of supplemental lines of income. Sometimes these added money-makers in allied lines are virtually forced upon the home-lettershop operator.

Any home typist, particularly those who have had any general experience in business offices, can rather easily take on additional services that help to buy that new car or fur coat. Obviously there are a variety of clerical and other services that assist individuals, small-shop and store owners in your own community, and frequently supplement the staffs of larger businesses during peak periods.

Illustrative of these services, depending on your own past experience or skill you can acquire as you go along, are these:

The girl who advertised that she would be a secretary on call at your own home. With her shorthand notebook and portable typewriter she would bob up on call at the home of a harassed club-woman or club secretary and do her letter writing at \$2.00 per hour.

The men and women who offer a notary public service. Many legal and other papers require notarization. States have varying regulations governing appointment of notaries. Among other things, you must be a citizen of the United States, over 21 years of age, and a resident of the county where appointment is made.

The former legal secretary who assisted local residents in filling out their income tax returns.

The young man who steeped himself in social security regulations and state and federal law regarding employment and used the telephone and postal cards and classified advertisements to secure nearly a score of small employers as clients.

Various individuals who use direct-letter mailing to offer part-time, but complete, bookkeeping, accounting, and tax services for small operators. One of these is the Abbott Accounting Company of New York that for \$10 a month and up provides a variety of such services.

The Iowan who, by letters, telephone, and personal calls, applied tactful pressure as a collection agent for a dozen professional men and small retailers.

The home-letter-service woman who knows how to research in libraries and official records and digs out birth and marriage records and helps to develop genealogies for old families. This is a thriving part-time business in colonial settlement areas of New England and the South.

HELPFUL BOOKS

Touch Typewriting for All, by John C. Evans. Barnes & Noble, Inc., 5th Ave. at 18th St., New York 3, N.Y.

Touch Typing in 10 Lessons, by Ruth Ben'ary. Grosset & Dunlap, Inc., 1107 Broadway, New York 10, N.Y.

Personal Typing in 24 Hours, by Philip S. Pepe, McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

CHAPTER THIRTY-FOUR

How to Make Recordings Make Money for You

YOUR OWN NAME either spoken or in print has a tremendous appeal, but perhaps even stronger is the sound of your own voice or the voices of those you know and love. There is a powerful, ready-made sales appeal for the person who wants to establish a home money-making service. You can establish such a service for about \$200 and up for used or new equipment, or even less if you want to test it first by renting both a tape and a disk recorder. It is advisable to have both types of recorders, so that you can record first on tape and then make an edited transfer to a regular phonograph record, the editing eliminating undesirable sounds and silent periods. The technique of recording is not difficult to learn, and you have the added attraction of fun and entertainment with the equipment you secure for the home-recording business.

This home service lends itself to expansion outside of the home in your spare time. Once you have the equipment and the quickly acquired experience, you may find, if you are reasonably resourceful, that you have more business available than you want to handle. For instance, Cecil Charles, a commercial photographer in Los Angeles, had experienced the stiff competition of other photographers, and after taking on recording as a side line was startled to find that clients sought him instead of his having to seek clients.

Ample instructions for use of the equipment are received with the sets. You begin by experimenting with your own voice—speaking, singing, whistling, reading aloud, pretending you are an actor. You can also gain experience quickly by recording for your friends and members of your family. There is also the ever-available radio broadcast that may later bring you revenue, but you must not reproduce commercial programs for sale or rental.

The sources of potential revenue are multiple, and clients can be reached by use of classified advertising, telephone, letters and postal

cards, and personal references from satisfied users of your service. Here is a sampling of the various ways in which you can make money as a recording specialist:

For music teachers. You can arrange to record pupils' voices or instrumental playing for the purpose of record and for teacher and self-analysis.

For public speakers. Lecturers, preachers, politicians, club leaders, performers of all types of recordings of special performances.

For weddings. The actual ceremony, toasts at wedding parties, the sound and the fury of the reception, the wedding march, etc. are treasured on records. The recorder can often tie in his or her services with those of the photographers.

For local radio. Much of the music and performances of professionals on the big radio programs is protected by copyright. Local speakers and performers, however, are good, logical customers. Take off their broadcasts and by telephone or letter tell them that you have the recording available and set your price according to your costs. Five dollars is not uncommon for a single recording. Of course, if retained for several recordings you could adjust your charges accordingly.

For proud parents. You can arrange with parents to bring their children to your home or you can go to their homes to record little Susie's rendition of "Twinkle, Twinkle, Little Star," or Johnny and his violin. Some parents want recordings of the early speech of their children, and when the boy or girl is ready for a recital they want to record the masterpiece for posterity.

For local orchestras and entertainers. They frequently can use recordings to give prospective clients a sample of their wares.

For parties. Neighbors and others enjoy having conversations at a party recorded and played back later in the evening, much to the amusement or consternation of their guests. Party recordings can be used in a variety of ways by letting guests indulge their desires to be entertainers. Often, permanent records of the family or larger group in a home for special occasions are well worth the price of your services.

For banquets. Eulogies for guests of honor at banquets and special meetings are worth the price of recordings.

For gifts. There is a huge and not oversold market that can be tapped by telephone and postal card. Mothers and fathers can now send records to their children who are far away from home, and the

absent sons and daughters can send records to be played on wedding anniversaries and Father's and Mother's days.

For song writers. Eden Ahbez employed a singer to make a phonograph record of his popular "Nature Boy." That helped him, until then an unknown, to sell the song that produced a fortune.

RECORDINGS FOR RENTAL AS WELL AS SALE

Obviously there are many ways in which a resourceful and creative home sound recorder can turn his equipment and ideas into income. Nearly every locality has its favorite barbershop quartet, its teller of dialect stories, and other amateur entertainers who would not be averse to the making of records that can be offered for sale in local stores and used to liven up a party. Combinations of animal sounds offer possibilities for the creative recorder who can develop a group of records for rental.

In building such a library, the home recorder should consider adding to his library a series of Bible stories as recorded by some local pastor or some man or woman who is experienced in telling stories to groups of children. The field is open for the recording of seasonal pieces for Christmas, Easter, the Fourth of July, and for both serious and humorous old ballads.

This procedure was followed by Arthur Becker of New York and used as the basis of a thriving business. He established Bibletone, which offers records of favorite hymns, dramatized versions of Bible stories for children, familiar passages from the Bible. But establishment of nation-wide business of this kind involved problems worth considering.

One of his problems was whether to continue as an insurance salesman or turn his hobby of recording into a business. The hobby won. After making certain that he had a supplier of records, a manufacturer in Scranton, Pennsylvania, Becker quit his insurance job. But that was in 1941, and just as he was ready to operate on a large scale there came the attack on Pearl Harbor, government restrictions on the material in records and the machinery to make disks, and his supplier was unable to fulfill its contracts.

After considerable research and expense, Becker developed a formula for making his own records. By that time the record-making company in Pennsylvania paid him \$25,000 for his machinery and formula, which would have made him a competitor, and assured

him of 1,000,000 disks yearly. At first, his selections of hymns were drably packaged and not very popular. But some fortunate sales made it possible for him to improve his packaging and marketing, and after the initial struggle he was using his full quota of a million disks a year.

Problems of supply, such as those encountered by Becker, need not concern the home operator. Cheap record blanks that have a paper base cost little more than a dime and can be used to get families interested. Regular disks for permanent records may cost 60 cents or more. But you can sell the permanent records for \$3.00 to \$5.00 each and \$1.50 or more for additional copies.

A Middle Westerner, who was alone in years and confined to his home, taught himself how to make tape and disk recordings. He tuned in on local radio broadcasts and selected possibilities for his tape recorder. Following the broadcasts, he telephoned or sent notes to his prospective customers offering disk recordings. When orders were received he transferred the sound from the tape to the disk. The sound on the tape could then be "erased" and the tape used again and again. This man offered his disks at \$3.00 each and reported a high percentage of sales.

Mrs. Neta Kaye Stokely of Oklahoma City, a housewife and mother of two children, wrote two little stories, one about "The Absent-Minded Cricket" and the other about "Butterfly Heaven." She recorded them on tape and wove in the names of various children who were delighted to hear their names on a record player. Mrs. Stokely developed sales of these records, filling in the names of children in whom buyers were interested. Instead of making her own disks, she sends the tape to a recording studio where the personalized stories are transcribed to bright red plastic disks that catch the eyes of children. She sells the records for \$3.50 each.

A wedding is a turning point in the life of a young person. The clergyman's words, the responses of the bride and groom, form an indelible part of memory.

A testimonial dinner to a man who has achieved outstanding success and is being honored by his colleagues and friends is an evening to be remembered. A religious confirmation, an installation of officers, a school graduation—these are all highspots recalled long after the moments are past.

Robert Rosenfield and Hillel Folkman of Columbus, Ohio, were only sophomores in high school five years ago, but they knew even

then how important all these things were to people. And this knowledge was the germ of a business which has paid off handsomely.

The secret? Record these events for the persons concerned, so that they would have a lasting memento for all time. How to do it? Simple—they invested \$25 each in a wire-recording machine with money saved from allowances and errand running. Their fathers came across with the balance, with the understanding that they would be repaid at once with the initial proceeds.

Off went Rosenfield and Folkman to assemblies, organizations, and individuals. And the jobs came flowing in. Soon they found themselves busy every moment of their spare time, making permanent records of proceedings all over town.

If you decide to go into the recording business after investigating your possible local market, you can have cards printed with your name and "Sound and Recorder" and your address and telephone number. These cards can be mailed to prospective customers, music teachers, parents, and others; or you can experiment with classified advertising in your local papers.

A helpful book is:

How to Make Good Recordings. Audio Devices, Inc., 444 Madison Ave., New York 22, N.Y.

CHAPTER THIRTY-FIVE

Your Share of the Multibillion-Dollar Business of Services for Frantic Parents

MILLIONS OF BABIES and youngsters have millions of adoring parents who pay more than five billion dollars annually to satisfy the constant demands of the little dimpled darlings. This all involves big business of the tried-and-true, and sometimes mishandled, baby-sitting, catering, entertainment, feeding, instruction, beautifying, mending, and multiple services which provide a cash harvest for those who want to make money at home.

These services are on a hit-or-miss basis in many communities. There are few localities where there is no opportunity for a steady

cash income in these fields. Any man or woman of reasonable intelligence, and serious intent to earn by being of service, can make from a few dollars a week to thousands a year—the latter income if you have some ability to organize and set up services with others working under your direction. According to the scope of your activity, you can devote a few hours a week or full time to profiting by serving parents.

SITTING “IN” OR “OUT”

In exploring the profitable field of aiding parents, the beginner may think first of baby sitting and exclaim: “Oh, baby sitting! Anyone can do that. I’ve already done it for chicken feed.” True enough, but have you given serious consideration to its full potentialities, to development of a plan with a goal of \$100 or more every month that can result from such a plan? Instead of occasionally accommodating a neighbor or casually taking a stray telephone call, have you considered a steady home-income project set up to mesh with your own convenience and requirements?

First, you can determine just how many days, afternoons, or evenings you want to devote to keeping the children alive while their parents escape for a few hours from youngsters’ constant demands and keep their social fences mended, or find other recreation. You determine whether you have the space to let parents park their offspring with you in your own home, or whether you would prefer to go to the home of your clients—and provision can frequently be made that you be called for at your home and returned by automobile. You set rates according to the prevailing charges of the community. You use your telephone and spread the word through your first clients. You can have cards printed stipulating your hours, charges, and qualifications. You can list your services for very little expenditure in classified sections of your local newspaper. You can send postal cards to parents of children in your general neighborhood. You can perform a real service for your community. By providing your safe and intelligent services, you do your share in averting the disasters that have occurred in the realm of baby sitting.

Probably you have read of the sitters who calm down squalling babies by giving them a touch of oven gas; the teen-age sitters who raid iceboxes and entertain boys with the house liquor; the Nahant, Massachusetts, girl who stole \$18,000 from the home of a client who

later committed suicide; the 15-year-old boy sitter who assaulted an 8-year-old child left to his mercies; the incompetent young sitter who danced with her boy visitor while her young charge suffocated in its crib. Stories such as these have not banished sitting jobs for teen-agers, but they make it easier for responsible men and women of any community who want a steady part-time income.

CARING FOR GROUPS OF CHILDREN

More often than not, sitting with babies requires that you leave your own home, but if you concentrate on older children who need watching, you can have the children and the income brought to your own home. This also permits multiplying the rates you receive. If you have a group, you can charge individuals less but make several times as much per hour for your time.

One illustration among thousands is that of the teacher in a small Pennsylvania town who makes \$20 a week for only four or five hours of work in her own home. She says it would be easy for her to make \$50 or more weekly if she wanted to devote more time to her home-sitting service. Mothers bring their children to her home at 9 A.M. and call for them at 11 or 11:30. While the mothers are shopping or having beauty treatments or catching up on their housework, the teacher reads stories and organizes games for the children, who enjoy the group activity. She insists that it isn't necessary to have had a teacher's training and that she could do as well with afternoon hours if that suited her own schedule.

A somewhat similar plan is followed by a grandmother whose two children left her with empty upstairs rooms and a comparatively inactive day. She likes children, and let friends and others know that she would care for children from 9 A.M. to noon—children from toddlers to kindergarten age. She started with four and read to them and provided games. Later she organized a routine schedule of activities that simplified her own operations, and found she could accommodate a score of youngsters. The service filled her life and her purse.

Another woman, the young mother of three children, found the family income virtually halted when her husband became incapacitated. She advertised in the local papers, used the telephone, and put cards in the neighborhood drugstore, and soon had mothers parking their children with her for the full afternoon and supper.

She charged \$1.00 an afternoon, and her income was \$15 a day, less the modest cost of the suppers. In many communities the charge could be higher, especially with the supper included.

A college girl in Scarsdale, New York, scheduled summer afternoons to care for a group of children. She kept them busy in her home yard or on trips to parks and beaches on sunny days. When it rained she took them indoors or into the garage where she organized their play. Her activity provided a summer interest for herself and cash for extras at college. As the surprising bonus, the parents of two of the youngsters wanted to take them abroad and still be free for their own sightseeing pursuits. They took the college girl with them—all expenses paid. Of course she had to watch the children some of the time, but she had ample time for her own enjoyment of the trip.

You can earn your own trip to Europe, unburdened by little charges, if you develop your plan for baby sitting or older-child care and bank your earnings.

You can start as a sitter in your own home or in the child's home and have the responsibility of only one or two children.

You can graduate from that small start to handling groups of older children. And if you want to operate on a large scale, you can organize a full-fledged sitter service that can be managed from your own home, or from office space you can secure free in small downtown shops or offices by being available to take telephone calls for your "landlord."

SITTING SERVICES ON A LARGER SCALE

Two larger-scale operations serve to illustrate approaches to sizable income: one an entirely home-operated service, the other an incorporated business

The Baby Sitters Club was organized by a woman who was confined to a wheel chair. She advertised in a local newspaper for girls who were interested in baby sitting. She selected 10 as most desirable and made a card record of their ages, qualifications, addresses, telephone numbers, when available, etc. Then she advertised: "Baby Sitters Available. Call the Baby Sitters Club. References if requested. Telephone 00000." She also mailed several hundred mimeographed postal cards to mothers in the community. The telephone began ringing soon after the advertising was released. Customers

multiplied and the woman organizer had 40 sitters on her list to supply the demand.

This operator required reference information from her customers as well as her sitters, and set up a list of rules that included: Parents must leave telephone numbers so they can be reached in emergencies; telephone number of the family physician, a close friend or relative. Clients must not expect sitters to be available after agreed-upon hours although they would never leave an assignment; must not expect sitters to do mending or dishes or cooking without extra compensation. The sitters were required to be attentive, not entertain visitors, not raid the icebox or liquor cabinet. The manager took 20 per cent of the sitters' fees as her commission.

Another woman, Mary Ellen Goodman, established Sitters Service, Inc., in White Plains, New York, with a capital expenditure of little more than \$100 and developed a thriving service welcomed by the entire area. The expenses included the cost of incorporation, \$50; business telephone and a local answering service, \$19; stationery, circulars, advertising, incidentals.

"When I had selected about 20 sitters in White Plains and an equal number from nearby towns," says Mrs. Goodman, "I invited them all to a meeting at my home office to discuss our arrangements and to talk with a representative of the National Safety Council who was delighted to further my project."

The specialist suggested:

- "1. Always check to find the back exit in case a fire should occur in the front.
- "2. Locate the nearest fire-alarm box.
- "3. If cooking is to be done, make sure you know the correct way to operate the stove.
- "4. Do not administer *any* medicine without speaking directly to the doctor."

Mrs. Goodman added a few instructions of her own:

- "1. Ask that all instructions be in writing, so that there can be no argument.
- "2. Do not use television or raid the icebox without the parents' express permission.
- "3. Arrive promptly for all assignments—as a parent I know how frustrating it is to wait for a sitter who comes late or not at all."

Mrs. Goodman made careful investigation of mature sitters, arranged for a doctor on call, notified women's club groups, the

schools, Parent-Teacher Associations, and others of the service. The charges were set at \$1.00 an hour during the day and 85 cents at night, and later the fees were increased. The sitters were paid 70 cents in the day and 60 cents after 8 P.M. As the result of careful planning and organization the service was put on a sound basis.

Any enterpriser with such services should consider the possibility of local or state license requirements and the advisability of insurance coverage, which is not expensive. In all promotion, statements and references of responsibility are advisable, and boost profits.

Security, as well as service, should be a prime aim of every baby sitter. A step in this direction might well be the formulation of requirements along the lines laid down by Mrs. Goodman, and the baby-sitter pledge that comes at the end of a 10-week course for sitters established by the Sisters of Charity at Laboure Center in South Boston. This is the pledge:

"I have one of the most responsible jobs in the world. I am in charge of a priceless possession. From the moment I start my duties until the parents return I will keep awake, alert, watchful. I will be prepared to meet any emergency, accident or illness. I will know how and where to call the doctor, the police, the fire department, the telephone number where the parents, near friends or neighbors may be reached.

"I will know how to properly care for simple burns, cuts, and bruises. When entering a strange house I will take careful note of my surroundings, and will observe and if possible correct any condition that may cause an accident during my presence. I am fully aware that a child's life is in my hands. I will do all in my power to protect that life."

FORMULA SERVICES FOR HUNGRY BABIES

Retired nurses and dieticians and home-economics teachers and others with special training can start in a small way to provide a formula service for bottle babies and distracted mothers. Such services, however, usually require licensing by local or state health departments and the inspection of equipment and its surroundings is usually penetrating. No one should enter this service field without detailed investigation and without adequate funds for initial new and special equipment. Those who are qualified at the beginning may duplicate the successful operation of Mrs. Dorothy McClennen

of Paterson, New Jersey, who established McClennen's Baby Formulas, or Sidney D. Ingram and his brother Allan, who established their business in Brooklyn, New York, after Sidney figured there must be a better way to service his own child. The Ingrams, however, invested in a laboratory and retained services of a nurse and worked out a delivery service that feeds baby its special formula on time.

MISCELLANEOUS SERVICES FOR PARENTS

Careful consideration of your past or present training and location and interests may well open up a part-time or full-time home business with fair payment for you in any one of numerous special branches of service to relieve parents and provide for their children. Among other ways of cashing in on the multibillion-dollar baby business are the following:

Start in a small way in your home to do what Miss Mabel E. Wheeler did in Texas on a larger scale. Her experience, as reported in a *Reader's Digest Manual*, offers tips to others. Miss Wheeler "developed a successful day nursery and boarding home for children whose parents are suddenly called out of town, are stricken with illness, need a vacation, or are obliged to work. The Wheeler's Children's Cottage is run like a hotel for adults, except that the children sleep in dormitories rather than private rooms, and are under constant supervision. There are three classes of guests: permanent residents, or children who practically live at the cottage from babyhood through high school; day boarders, whose parents leave them for a week or month; and children left there for an afternoon or evening.

"Parents are required to provide references for themselves, to be employed, to pay in advance, and to provide complete information about the child's health. Rates for regular and day guests are \$2.00 per day. Rates for transients are 25 cents an hour, or 75 cents for all day and lunch; \$1.00 for overnight; and \$1.25 for overnight and breakfast. The Cottage averages 25 regular guests and 10 to 20 transients." Such a service requires licensing and inspection, and obviously conditions, costs, and prevailing rates would vary according to location.

Investigate your local needs and regulations and you may set up a foster home for one or more children who are wards of the state. The income is small, depending on the community, little more than

\$30 monthly with an additional clothing allowance, but it is steady and the service fills a void in the lives of many women who have good home surroundings.

Diaper services have spread rapidly throughout the land, but in communities where none is available there is still opportunity to relieve overburdened mothers and profit by so doing.

William R. Fleischer, Mitchell Barash, and Harry Minkoff cashed in on the stork by arranging with Long Island hospitals to distribute packages of samples of baby accessories they secured from manufacturers. They secured payment from the manufacturers for each sample distributed and established a business. They registered the sample-kit idea under the name of Gift-Pax.

Mrs. Bea Bell set up a children's bookstore and lending library in her home in Philadelphia. Her husband constructed the shelves, and as the library service developed, a line of toys was added, and Mr. Bell created designs for toys he constructed in his home workshop. The line of toys and children's library became so popular the Bells were forced to move their operations into a store of their own.

In Torrington, Wyoming, there was no public school kindergarten. Mrs. Lucille Beede wanted her five-year-old daughter to have pre-school training, so she set up a kindergarten in her own home. Fifteen five-year-olds were enrolled at \$5.00 per month each. Mrs. Beede's expenses for decorations and supplies and lunches outran income by \$50 that first year. On demand of the parents, she continued the kindergarten and after several years had three groups including 55 children and a profitable and fine community service.

If you want to avoid the steady and stringent requirements of a kindergarten, you should consider one or two afternoons weekly devoted to entertaining young children in your home or garden or garage, offering the reading of stories and organized play. Hundreds of ways to entertain youth are provided in *Handbook for Recreation Leaders*, which can be ordered from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C. Through your local librarian you can arrange for free or rental entertainment and recreation films for home projection.

CHAPTER THIRTY-SIX

Fixing, Mending, and Cleaning for Money

EVERY FAIR-SIZED community needs a part-time or full-time fix-it man or woman. Soaring costs of household goods, appliances, and houses have made the services of competent menders more in demand than ever before. Many men and many women and frequently husband and wife teams can supplement their incomes or establish full-time financing by utilizing their ordinary skills for mending damaged articles.

The need for such service was recognized not long after World War II by Mrs. Charles Meunier of Great Neck, New York. Her husband had successfully manufactured roofing supplies, but onset of the war stripped his plant of employees. After the war there were conditions that prevented re-establishment of his business. Mrs. Meunier recalled that for many of his nearly sixty years her husband had frequently mended articles that their friends thought were beyond repair. She suggested that he establish himself as a professional fixer. They tested the idea by sending postal cards to friends and acquaintances in their home town. Almost immediately they were in business—so busy, in fact, that Mr. Meunier trained his wife to help him fix the articles that customers brought. The variety of articles needing repair was amazing, ranging from the usual household appliances to antiques. The Meunier reputation for mending spread by word of mouth from one satisfied customer to another. The business grew to the point where broken articles were shipped to them from far places.

Women as well as men would seem to be natural-born fixers. Kathleen Norris, the noted novelist and columnist, has reported knowing a woman of 82 who sits in the sunny front window of a hotel and earns \$50 for a five-day week, mending towels and sheets, and at the end of the day repairs to her little apartment in the same neighborhood. Other women, young or old, can equal or surpass

that income if they are skillful with their needles, and in many cases the mending can be done at home.

Never underestimate the resourcefulness of a woman in mending or in any field of activity! Starting without experience, a foot-powered sewing machine, a small loan, and her idea that she could set up a repair business at home, Mrs. Ethel Marvid of Los Angeles, California, is an inspiring example. The depression of many years ago virtually ruined Monte Marvid's dry-cleaning business. It was then that Mrs. Marvid figured that schools and colleges were hit by the depression as well and would welcome a service to repair sporting goods.

Her husband went out and sold the idea to the local schools and took home the battered football helmets, footballs, and other sports paraphernalia. Mrs. Marvid, without special instruction, figured out ways of making the repairs. The Marvids began with an idea and a few dollars' worth of leather. Twenty years later they were reported to be grossing about \$50,000 a year and employing several assistant repairers to take care of work sent to them from western and middle-western schools as well as their local institutions.

Beware, gentlemen! If there is a mending-minded woman in your household, she'll put you to work. And she'll mend the family finances in the process. Even if she isn't skilled at mending, she can become so—and this little tale involves *more women*. Mrs. Lillian Baldwin and Mrs. Grace K. Liebman, perhaps despairing for wives of husbands who fight shy of fixing damaged articles, established a school they call the Know-How Workshop, Inc., in New York. This school for other women resulted when they found themselves paying exorbitant prices to get things fixed and then having to repair them again before long. It is this situation in numerous communities that makes it possible to make money mending at home, and as you have seen, home mending can well become a fix-it workshop on a larger scale.

The transition from home mending to workshop was skipped years ago by Mrs. Dorothy Rodgers, who founded Repairs, Inc. Returning from a trip to California, Mrs. Rodgers found her home in a shambles and needing multiple repairs on drapes and rugs and furniture and bric-a-brac. It took her months to find individuals to fix one article or another. She decided there should be one place where competent craftsmen were available to take over all or any part of needed repairs. Through the Metropolitan Museum of Art she

located the craftsmen she wanted and opened a small shop that expanded to the point where it served people in nearly every state.

Before men scream "Leave it to the ladies," and throw the book away, consider the case of Arthur P. Chamberlain, a onetime Wall Street broker, who established a remarkable reputation as a Mending Man in Greenwich, Connecticut. He started out with \$400 in cash and about \$200 worth of tools in his home-basement workshop. Through the years he built up a business employing assistants and doing some \$30,000 business year.

"IF IT CAN BE FIXED, WE'LL FIX IT"

At the outset he hung up a sign stating, "If it can be fixed, we'll fix it." He also made modest outlays for advertising in the local newspapers and sent out postcards urging prospects to call the Fix-it Man when needed. He included pre-paid reply cards with his mailings. Mr. Chamberlain had hundreds of replies to his first major mailing of 1500 cards to local home occupants—a result that is amazing, as ordinarily only a very small per cent of a list responds.

The full-fledged fix-it service is most successful if it promises and maintains service at all times including week ends, but many operate with specified hours. The part-time fix-it man or woman should specify times for calling. If you have contact with various folk handy with tools and with specialists in various fields, you can accept assignments and "farm" them out for a commission, and thus broaden your range of services and secure repeat calls. Although there are many specialized services, such as radio and television repairs only, it is easier to develop a full-fledged mending service if you and your associates can accept almost any repair problem and solve it competently at a fair price for time, skill, and supplies.

Indicative of this complete service is the story of Norman L. Sammis, who more than 20 years ago heard a friend say that it had become too costly for the small-home owner to call one mechanic to patch a hole in the plaster, another to hang wallpaper, another to mend a broken door, and still another to set a pane of glass. "The all around handyman, or several of them under one management," according to a *Reader's Digest Manual*, "should do all these small things and make it mutually worthwhile to himself and the home owner.

"From this idea came Home Service, Inc., of Rhode Island, owned

by Sammis, which does a volume of business as high as \$40,000 a year."

Charges of the Home Service were based on actual working time, plus materials used at a cost-plus-percentage.

"Sammis supplements his own mechanical knowledge with specialists of various kinds as needed," the *Digest* reported, "plumbers, painters, carpenters, masons, tinsmiths, each furnishing his own tools but working under close supervision. The business employs six to ten workmen on a full or part-time basis, operates four trucks, and serves some 3000 customers.

"To succeed in such a service the owner should himself be able to turn his hand to almost any minor repair or maintenance job. He needs a small truck or converted passenger car, tools for carpentry, painting, masonry, plumbing; ladders and other equipment depending on the nature of the jobs to be undertaken. A small shop with power saw, lathe, etc., would be helpful, though not essential at the start.

"The business can be promoted by small advertisements in local newspapers giving a check-list of all the services offered; also by sending out postcard reminders to a list of householders twice a year, featuring seasonal services. Pitfalls to be avoided: extending credit to poor-paying customers; carrying too much material in stock; taking on large jobs which tie up too many men for too long; lack of intelligent planning to give prompt service to customers and keep the working force profitably busy."

Another illustration of how a mending service can be developed into a business, as reported in the *Digest Manual*, is that of "William Mesal, who came to this country as an immigrant, has built a business based on reconditioning of all kinds of bags and sacks. It employs 25 people, and is housed in a modern two-story building in an Oregon city. The idea came to him while he was working in a furniture factory. His employer asked him to dispose of some gunny sacks; he was surprised to find that a junk dealer would pay him only 3 cents apiece for them. Believing he saw possibilities for a business of his own, he bought the bags at that price.

"With an investment of 25 cents in a sack needle and 50 cents in twine, he neatly mended 300 sacks in a single day, and sold them to a grain dealer for 7 cents each. Today he sells reconditioned sacks in carload lots to grain, potato, onion and feed raisers and dealers. With the growth of the business he has added machinery for each

operation—sewing machines, suction cleaner, and power compressor. Women do the reconditioning, which includes suction cleaning, sorting by size and quality (50 grades), patching, printing labels if desired, and baling for shipment. The annual output is now 3,000,000 sacks, representing a business of \$250,000.”

PICK YOUR OWN SPECIALTY

It is obvious that nearly everything involved in a home and home grounds and the appliances and articles it contains need repair or alteration or adjustment at one time or another. Consider the work you have done in your own home, and the services you can quickly learn how to perform expertly, and you can establish your own profit maker. Even though your community has central servicing establishments, home owners despair of waiting on the convenience of the workmen, and that makes it possible for many to establish reliable home-neighborhood repair services profitably. You can get started with as little as \$10 or as much as \$1000 or more for equipment and promotion, depending on the size of your project. If you have convinced yourself and others that you are handy with tools and resourceful when confronted with repair problems, you can easily expand your operations, for there are handbooks and manuals, a few of which on your shelves will give you the methods and advice of experts in almost every field, some of which, such as electrical and plumbing repairs, may require licensing.

Indicative of the possibilities are these tested ways in which home-fix-it specialists have augmented their incomes:

Altering—clothes, cabinets, and what not	Clothes mending
Appliance repairs of all kinds	Concrete work
Awning-repair work	Electrical repair
Bachelor mending services, including sewing on of buttons, turning of collars and cuffs, sock darning, altering, patching, special cleaning	Exterminating
Carpentry of all kinds	Floor maintenance—repair, re-finishing, floor coverings
China and glass repairing	Glazing
Cleaning	Insulating
	Lace, curtain, tapestry mending
	Landscaping
	Lawnmower sharpening and repair

Locksmithing	Roof and eaves repair
Needle repairs of all kinds, local or for transients. Cards in rented rooms bring work at \$1.00 minimum for a stitch in time.	Screen repair and installation
Painting	Television repair
Plastering	Tiling
Plumbing	Tool sharpening and repair
Radio repair	Toy and doll repair
Refrigerator repair	Upholstering and retying springs
Resilvering (A Larchmont, New York, woman secures work by telephone and her husband does replating in his spare time.)	Venetian-blind repair and cleaning
Reweaving fabrics	Wall washing and wallpaper cleaning
	Waterproofing
	Weatherstripping
	Welding
	Well drilling
	Window washing
	Zipper repair and installation

Such a list of things to be fixed could be almost endless and you may select your own specialty, which could involve mending and altering of children's things. Papa and Mama get the stuff, but the children wear it through, tear it, jam zippers, outgrow their clothes, and all of them are working destructively to provide home-business income for a woman who is skilled in use of needle and sewing machine. And if such a woman also wants to get baby-sitter income, she can, within reason, get her own price.

The cost of additional supplies of various colored threads, zippers, and the like is very low for the woman with a needle who sets out to pick up additional income. She secures her customers by classified-ad listing in the local paper, by telephone calls, or postal cards addressed to mothers of growing families. Mothers' talk with their friends is the best of advertising. She lists as specifically as possible the types of mending she is willing to do—darning of socks; altering and patching of snow suits, coats, and dresses; buttons; zipper replacement; and such. She sets a minimum charge of \$1.00 for minor mending and varies her scale according to her own speed and skill to give an adequate hourly return for her labor.

Men who are handy in their basement or garage shop and with tools are also in demand to fix the toys and other gadgets of childhood. Some of them even become specialists, as did Lou Shur, who

for many years has had ailing toy trains sent from all over the world for servicing and fixing in his little New York City shop. Another of the specialists in a Southern town became interested in repairing dolls for his own daughters. One day he published a series of little two-inch advertisements to the effect that he was in the business of doctoring broken dolls, and soon his clinic was overflowing with dolls straight from the playroom battle fronts.

CLEANING SERVICES PAY OFF

Actually, many cleaning processes are not difficult, but they do take time, and many men and women think the processes are more formidable than they really are—and are glad to pay well to have the work done expertly. Cleaning and laundry services are among the best of the home-profit makers for those who are interested.

Many specialize in laundering curtains and laces that other women are afraid to handle—or haven't the time or the inclination. This permits the establishment of a profitable home business. And among those who have neither the skill nor the time nor inclination to service their fabrics, are bachelors. Some years ago Mrs. Anna M. Miller did mending for men in Kansas City. A *Reader's Digest Manual of Small Businesses* reports that "one day a customer suggested that Mrs. Miller start a laundry for men which would take care of their mending and darning. She did so—with \$50 borrowed from a bank, and with one employee. Her 'Bachelor Laundry' grew steadily until it became a substantial enterprise handling over 100,000 bundles yearly for 3500 patrons. Service includes turning collars or cuffs, darning, mending, sewing on buttons, all without extra charge." The business was finally moved into its own building with modern equipment, many employees, and delivery trucks. The *Digest Manual* reports, "It is a type of enterprise which might be started in many communities on a modest basis."

HELPFUL BOOKS AND PAMPHLETS FOR REPAIR AND CLEANING SERVICE

Altering of Men's Clothing, by David Carlin. A. A. Wyn, 23 West 47th St., New York 36, N.Y.

ABC's of Mending. U. S. Department of Agriculture. Farmers' Bulletin 1925. Government Printing Office, Washington 25, D.C.

Mending Made Easy: The ABC and XYZ of Fabric Conservation, by

- Mary B. Picken. Harper & Bros., 49 East 33rd St., New York 16, N.Y.
- How to Restore Antiques*, by Raymond F. Yates. Harper & Bros., 49 East 33rd St., New York 16, N.Y.
- Elements of Automotive Mechanics*, by Joseph Heitner & others. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- How to Clean Everything: An Encyclopedia of What to Use and How To Use It*, by Alma C. Moore. Simon & Schuster, Inc., 630 5th Ave., New York 20, N.Y.
- Methods and Equipment for Home Laundering*. U. S. Department of Agriculture. Farmers' Bulletin 1497. Government Printing Office, Washington 25, D.C.
- New Washday*, by Eleanor Ahern. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- On Making, Mending and Dressing Dolls*, by Clara E. Fawcett. Lindquist Publications, 2 West 46th St., New York 36, N.Y.
- Practical Electricity and House Wiring: A Practical Book of Instruction Covering in Detail Every Branch of Electrical Work as Applied to the Wiring of Small Buildings*, by Herbert P. Richter. Frederick J. Drake & Co., 117 Green Bay Rd., Wilmette, Ill.
- Complete Home Repair Handbook*, by Amanuele Stieri. Prentice-Hall, Inc., 70 5th Ave., New York 11, N.Y.
- Home Repairs Made Easy*, Lee Frankl, editor. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- The Home Mechanics Handbook*, by Ray E. Haines & others. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Elementary Radio Servicing*, by William R. Wellman. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Drake's Refrigeration Service Manual: An Instruction and Reference Book Covering Maintenance, Trouble Shooting and Repair, Domestic and Commercial Systems*, by Harold P. Manly. Frederick J. Drake & Co., 117 Green Bay Rd., Wilmette, Ill.
- Television and F-M Receiver Servicing*, by Milton S. Kiver. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Be Your Own Television Repair Man*, by William E. Prior. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- The Watch Repairer's Manual*, by Henry B. Fried. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Establishing a Diaper Service*. Free leaflet. U. S. Department of Commerce, Office of Domestic Commerce, Washington 25, D.C.
- Laundering and Dry Cleaning*. Free leaflet. U. S. Department of Commerce, Office of Domestic Commerce, Washington 25, D.C.

CHAPTER THIRTY-SEVEN

Swap Services Make Money at Home

THERE IS definite need for a "swap" or exchange service in every community in the land. Many have been established, but large areas are still open. Anyone interested can soon find by inquiry and telephone directories whether there is competition near by. If none is available, it may be the home money-maker you have been searching for. Nearly everyone likes to swap, and if they can save by swapping a real service is performed. You buy nothing for your stock. You profit every time you sell an article.

A swap service can be established at home and on the basis of its success may very well branch out into a small shop. The principles of operation are the same whether it is a home enterprise or a little shop in town or village neighborhood.

The outgrown clothing of her own children was the first stock in trade for Mrs S. J. Diamond, who established a Children's Wear Exchange in Minneapolis. She placed a small ad in a newspaper to dispose of perfectly usable outgrown clothing. The venture was so successful that within three months she secured 10,000 items and 2500 customers and was forced time and again to move into larger quarters. Mothers came to her to dispose of garments their own children had outgrown and to purchase other clothing that would fit. The operation is quite simple. Those who wish to sell agree on a price not more than half of the original cost. Mrs. Diamond makes no payment but accepts the garments on consignment, if they are clean and salable. She adds enough to the price to cover her costs and a reasonable profit and when the items are sold makes payment to the original owner. In this way she avoids piling up an investment in inventory.

Anyone desiring to establish such a service should check with local city authorities to see if town or state laws require licensing. As illustrated, the goods for a beginning may already be available

in your own closets and attic. In any event, beginning capital would be very small, and advertising costs could be controlled and adjusted to requirements. The classified sections are best for a beginning in a venture of this kind.

Such a service lends itself to development into an exchange with more items to offer. Parents with children outgrowing their clothing may also be interested in disposing of outgrown play pens and chairs and skates, etc. Mrs. Edith Drever, of Chicago, mother of a boy and a girl, regretted the need to dispose of outgrown nursery furniture, high chair, etc., stored in her home. She rented a shack in North Side Chicago and stocked it with an accumulation of her own and friends' furniture and what she could find through advertising. She cleans and paints, and if desirable, alters the stock, and then either sells it outright or trades it for other items she wants in stock. In less than two years she developed a business that forced her to larger quarters in a modern shop.

The exchange-shop idea lends itself to toys, sporting goods, dishes and kitchen ware, books, evening dresses and cloaks, and other garments for adults. Two enterprising young men even set up a necktie exchange, charging 15 cents for each tie exchanged, and at last report had exchanged nearly 40,000 ties.

Fuller possibilities in the realm of swapping are revealed in the operations of the Barter Mart in Denver, Colorado. This Mart was started when the McConnell family moved into a new home in Denver, and Mrs. McConnell was confronted with the disposal of a large number of odds and ends of household goods, too good to throw away, too difficult to market for a fair price. She wrote to scores of women discussing her problem and found that they all had similar collections they would be glad to trade for more immediately needed items. Mrs. McConnell went "into business" with a score of items in one room of her home barter mart, and within three weeks had a thousand articles for swapping. That did it. They had a business on their hands that in two years provided an income of more than \$6000.

The barter service has grown to include some 200,000 items. Under the Barter Mart plan, items are paid for with Wampum, the McConnells' own patented "currency." When articles are disposed of by trade or sales there is final settlement with the owners. The Barter Mart methods became popular, and nine branch stores in

other cities have secured franchises from the McConnells who report not one failure and anticipate a considerable expansion.

Another profitable trader is Floyd Hawthorne, as reported in a *Reader's Digest Manual*. "He buys or trades old iceboxes, furniture, rugs, stoves, phonographs, plumbing equipment, musical instruments, antiques—anything that can be salvaged and used in the home. He also sells some articles that had been discarded. The enterprise draws customers from a wide area and is profitable."

Quick profits were secured by two women in a Tennessee city who opened a "Swap Shop" for good used clothing for women and children. "In the first three months," the *Digest* reports, "they had sold \$2000 worth of merchandise, and in the fall, turnover was \$4000. A commission of 25 per cent was charged.

"The Shop is in the guest room in the home of one of the partners. The only initial expenditures were \$20 for a dress rack and a few dollars for stationery. All clothing accepted for sale must be clean and in good repair. The Shop is open three months in the spring and three in the fall."

CHAPTER THIRTY-EIGHT

Home-Grown Travel Services

ONE AFTERNOON an elderly, sad-appearing woman sat next to Mrs. Ann Miller on a park bench in Los Angeles, California, and bewailed the fact that she was alone and lonely in a strange city, wishing that she had never left home. Mrs. Miller cheered her as best she could, and that night decided that there must be many more lonely folk who would welcome some plan to give them companionship and recreation.

Sigmund Miller, her optometrist husband, suggested that she use a small advertisement in the local paper and find out how many would respond. The Millers recalled that when he was in army camps and she was with him, there had been a demand for sightseeing tours for servicemen. She had helped arrange the tours. She planned

to offer bus tours for visitors in Los Angeles, and launched Wagon Wheel Trips with a small ad. Sixty people called in that they wanted to take the first projected Sunday trip. That was more than the bus arranged for could accommodate.

Mrs. Miller, after the first successful trip, had stationery printed and used the slogan: "See scenic Southern California with friendly people on Wagon Wheel Trips." She notified her overflow travelers and a growing list of prospects. Buses and drivers were chartered from a transportation company, lunches and an accordion player were engaged to put pep into the party, and soon Mrs. Miller was offering two and three-day trips to the Mexican border and elsewhere. Wagon Wheel Trips secured a commission from hotels used for the groups, and the experiment launched in the Miller apartment home became a profitable business.

A more ambitious plan for a travel service was launched by Mary Ann Fisher in Denver, Colorado. As a young school teacher Miss Fisher had done considerable traveling and had made mental and written notes of difficulties encountered that could have been eliminated by careful planning. She believed she could do that planning and after scheming out her project at home she opened a small office downtown. She offered a "One-phone-call service" so that all arrangements could be made for trips anywhere on the basis of one call. Her home planning had been done so well that she made a profit the very first week and developed her business by offering a travel library to clients, taking her commissions, of course, from hotels and transportation lines. Miss Fisher developed a number of travel plans such as her "Trip-of-the-Month," providing a week end for nominal rates every month; "The Fisher Five-Year Vacation Plan;" "Specialized-Tours Plan" for hunters, fishermen, skiers, camera fans, etc.; "Gift Trips" for special occasions; "Junior Travel Groups" for teen-agers; and other lures to travelers, all of which bring her commissions.

Travelers helped to put a Harvard sophomore through school with more in his pocket than his other resources provided. He had the idea that there were many sightseers who would welcome a guided bus tour along the route of the famous ride by Paul Revere. He made his arrangements, advertised, superintended the tours, pocketed the profits. It doesn't require a Harvard-trained mind to see the possibilities of adapting this idea in other historical areas.

The travel-service idea lends itself to development into a full-

fledged one-man or one-woman business. W. Sayer Beakes started out with only \$100 of capital and established the Beakes Travel Service, a one-man service, in Middletown, New York, and developed a \$5000 business, sending travelers to all parts of the world.

Illustrative of the opportunity to establish services for travelers without exhaustive previous business experience is the case reported in the *Reader's Digest Manual*. "So many friends valued their suggestions about where to spend a vacation that two university teachers, Gertrude Billhuber and Idabelle Post, resigned their positions, spent several months visiting interesting places in every section of this country and established a personal acquaintance with the owners of hotels, dude ranches, etc. . . . They opened an office in New York City under the name 'Vacation Advisers.' They plan trips, suggest resorts and make reservations. Their list of vacation places includes camps, farms, plantations, ranches, convalescent homes, resort hotels, and fishing and hunting clubs.

"The Vacation Advisers knew nothing about business when they began, and five years were required to make the agency succeed. The first three years the business had hard sledding, for it takes time and money to acquire the necessary information, and keep it up-to-date.

"The owners of vacation places pay a commission to Vacation Advisers; clients pay only the regular rates for accommodations. The agency serves nearly 3000 vacationists a year, and provides a comfortable income for its owners. The business has grown most through the recommendations of satisfied clients."

CHAPTER THIRTY-NINE

More Money-Making Services in Demand

REMINDER SERVICES FOR YOU AND OTHERS

Remember this: there is home-earned money to be made by establishing reminder services. Such services can be delivered without

your being committed to certain hours of the day or night and they also "tie-in" well with conduct of a typing or lettershop service. You can seek your clients by telephone, postal card or letter, and listing in the classified sections of local newspapers.

A typical reminder service was successfully established by Margaret Horan of Philadelphia, Pennsylvania, who was confined to her home by a handicap and had time on her hands. She assumed the responsibility of mailing Christmas and other holiday cards, as well as birthday and wedding and other anniversary cards, for a list of regular customers. She kept carefully the lists of names and addresses supplied by her clients and on their instructions went through all of the detail mailing. Sometimes the customers supplied their own cards; others asked her to make her own selection for their use. Most of the customers retained her by the year, and payment was based on the cost of the cards and envelopes, postage, and a moderate service charge to cover the time required for a given list.

Another woman conducted a similar service, and added to it the chore of sending engagement and wedding announcements. She secured customers through a small classified ad inserted weekly and had a minimum charge of \$2.00 for 15 dates or mailings and 10 cents for each additional name or date to be remembered. Her service proved to be a boon to forgetful husbands.

Mrs. Heda von Meysenbug of New Orleans, Louisiana, combined the elements of reminder services with the sending of acknowledgments of various kinds for customers of her Personal Service Bureau. The broader services she offered included conducted trips for tourists, supervision of rentals and servant services, taking of inventories, and being hostess for visiting celebrities.

Potentialities of reminder services are indicated by the experience of Thomas E. Neuberger, who founded Anniversaries, Inc., in Chicago in 1946 with less than \$2000 of capital. He built up the business to the point where he sends greeting cards and gift certificates to approximately 200,000 customers of various stores and services for 21 cents per customer per mailing. Using lists supplied by his clients and systematically filed in his own shop, Neuberger sends a greeting card from a store together with facsimile check filled out as a gift certificate. Anniversaries, Inc. sends the card and "checks" by first-class mail in window envelopes. The typing is done by a secretarial service, such as is mentioned elsewhere in this book,

which makes it unnecessary for Anniversaries, Inc. to maintain typists and supplement them in peak-service periods. Neuberger has issued franchises in 13 cities, permitting the use of his system and promotion plans and materials.

FLOWER SERVICES THAT BLOOM

Either as a separate venture or as a side line to typing and reminder services, the home money-maker should consider the possibilities offered by establishing a regular flower service. Logical customers are husbands and sweethearts, cafés, and professional and business offices.

Your own garden in season, and wholesale florists in or out of season, provide the source of supply. The customers are secured by use of postal cards, letters, classified ads, telephone and personal calls.

With a capital of less than \$10, one girl found businessmen customers who would pay 15 cents daily for a flower for the lapel, and from that start she developed a comfortable business. Another girl concentrated on supplying bouquets once or twice weekly for waiting rooms of professional offices. She arranged for discounts from florists and established a regular clientele. She obtained bouquets at around 25 cents each and sold them on a regular-service basis for double and treble her stock cost.

Some years ago, when just out of college, Valerie Arnold of San Francisco, California, teamed up with a friend and visited more than 1000 doctors' offices offering a weekly flower service. They had little success at the outset, but Miss Arnold stubbornly held to her idea and eventually secured a number of satisfactory accounts. Her business grew through the years until the Arnold Floral Service was supplying hundreds of customers and had a downtown shop attracting a steady flow of business.

In a smaller way there are many women in communities across the land who draw on their abilities for pin money on a scale limited only by the amount of time they want to devote to providing flowers from their gardens or flower arrangements for their less ambitious and less able neighbors. Mrs. Adele Du Brueil of Scarsdale, New York, makes a hobby of flower gardening and arrangements in bases of her own devising. She has never made a business of her hobby, but her arrangements, which take prizes in flower shows and at-

tract the admiration of visitors, have forced orders upon her from time to time. She fills orders only as often as she wants to. Her hobby led to invitations from clubs that pay her for lectures on flower growing and arrangements and to conducting a course in flower arrangement in her local adult night school.

There is scarcely a community in the land where there is not opportunity for development of a special flower or flower-arrangement service. In communities where such services already exist, there is always opportunity for side income for the skillful.

PLANT BOARDING

An eastern suburban village woman offers her services with a plant boarding house for families going on vacations. In summer seasons her home is crowded with plants brought to her door and retrieved when the owners return. The charges vary according to the number of plants involved, but she found a minimum of a dollar a month was reasonable.

HER GENERAL PERSONAL SERVICES PAY OFF

An idea, the drive to get started, her need for income, and \$75 in cash put Jane English into a thriving small business in New York City. Her idea was to set up a service that would relieve others of annoying, time-taking things like shopping and dog walking and meeting trains, and other chores that drive busy or lazy folk to distraction.

She talked her plan over with two friends and planned a letter and a list of prospective customers, including busy school teachers and fully employed folk, busy housewives, and others who might be interested. "Have you ever wished that you had someone to meet relatives at the train, find them lodging, and escort them about town?" the letter asked. "Have you longed for the services of some person with discriminating taste whom you could commission to purchase gifts for every occasion?" Miss English assured her letter readers that she was ready to serve with a competent staff "prepared to tackle anything from the most annoying odd job to the furnishing of an entire house. At an hour's notice we shop for you, deliver personal packages, address announcements and invitations, care for children, read for invalids, teach mah-jongg, walk dogs, make reser-

ventions for trains, night clubs and the like, plan parties—in short, anything and for a very nominal fee.”

Miss English and her two friends were in business in a hurry and, after securing a number of regular customers, the demand for her services spread so that offices were opened on Madison Avenue and 15 regular, full-time assistants and scores of specialists on a part-time basis were required to fill the orders. There was one order she declined, however: a man wanted her to call a neighbor to the telephone at ten-minute intervals between 8 and 10 P.M. He figured that would make the neighbor tune down her loud radio.

Miss English set a minimum service fee, and charged 10 per cent of the purchase price of articles; \$1.00 an hour for general-service work.

POLL AND MARKET RESEARCHERS WANTED

Thousands of men and women throughout the land make spare-time and sometimes full-time income, by interviewing for various polls and market researchers. Your fees would be about \$1.00 per hour plus expenses. If you are interested in interviewing others by telephone or in person, you should list your availability.

National research organizations often seek help of local chambers of commerce, so make application there. You can also look up such organizations in your classified telephone directories, and in your library or newspaper office or advertising agency you will usually find the *Editor & Publisher Yearbook*, which lists market research organizations, including:

National Analysts, Inc., 1425 Chestnut St., Philadelphia 2, Pa.

Market Research Company of America, 444 Madison Ave., New York 22, N.Y.

American Institute of Public Opinion (Gallup), 110 East 42nd St., New York, N.Y.

Crossley, Inc., 330 West 42nd St., New York 36, N.Y.

Dale System, 1776 Broadway, New York, N.Y.

C. E. Hooper, Inc., 10 East 40th St., New York 16, N.Y.

Opinion Research, 10 Rockefeller Plaza, New York 20, N.Y.

Psychological Corp., 522 5th Ave., New York, N.Y.

Elmo Roper, 30 Rockefeller Plaza, New York 20, N.Y.

Student Marketing Institute, 152 East 40th St., New York, N.Y.

These and other organizations can be contacted by letter to determine their requirements and rates of payment.

AT YOUR SERVICE, INC.

"A Pittsburgh woman with a flair for organizing, skill as a shopper, and a natural spirit of helpfulness, established a business known as 'At Your Service, Inc.,' according to a *Reader's Digest Manual*. "This bureau takes complete charge of weddings, from addressing invitations to arranging for music, flowers and refreshments; supervising rehearsals, cataloguing the presents, and making travel arrangements for the wedding trip.

"It also packs and unpacks trunks; opens and closes houses; shops for gifts and wraps and mails them; takes messages and receives mail for business men who are out of town; provides singers, entertainers and orchestras for parties; procures tickets for theaters, concerts and sporting events; provides secretarial and translating service; and in normal times operates a complete travel service.

"The business has provided a good income for two people for several years. In some cases a flat fee is charged; in others 10 and 15 per cent is added to the total bill; in still others, all or part of the fee is the customary commission allowed by those who provide a particular service. The bureau maintains a list of people in many trades and professions as its 'working force.'"

This shows clearly how various service enterprises can be combined after a small beginning in an apartment or residence. Such an enterprise can be started with a desk or card table, telephone and typewriter, in any sizable city. When developed to the scope of this Pittsburgh operation, the service has grown out of the home and into desk room in a shop or professional office, hotel or store that is centrally located.

NEIGHBORHOOD RENTAL SERVICES

What do you have for rental in your neighborhood? Many individuals make a small annual income renting equipment and supplies. This type of service is restricted to your present possessions, as you wouldn't want to make a heavy investment, at least until after having tested it on a low-cost basis.

Sometimes such a service can be conducted as a side line to your other home-earning activities. A home milliner, for instance, might find that there was a demand in her area for occasional hat rental,

and such a service can lead to an independent business. Renee Boetschi of Beverly Hills, California, made hats for her friends, and high prices prompted her to offer rental hats for smart-dressing girls who wanted a special hat for some special occasion. She requires deposits, a rental of around \$5.00 a day, conditions and sterilizes the hats after each rental.

Small classified advertisements and postal cards, covering a neighborhood, help the home rental service to get started. The items rented are many and varied, including various articles of home equipment, chairs and card tables; playground equipment; appliances such as washing machines, hair driers, television or radio sets, sewing machines, typewriters, floor waxers and sanders, calking guns, etc.

Owners of power tools and sizable workshops in basement, shed, or garage, have a good opportunity to rent the equipment on a come-in-and-make-it-or-fix-it-yourself basis; or to rent the equipment to go out for a day or a week in the neighborhood. Such operations can lead to establishment of one of the increasingly large number of small businesses devoted to renting special equipment to individuals who don't want to invest in expensive tools for one or two special projects.

Home rental libraries are a money-making convenience in some communities. Some such libraries are general, others are for children's books only, with a side line of games and toys for rental at reasonable fees.

Most of these services, except where they are put on an extensive business basis with considerable investment, are good for only occasional fees and depend to a large extent on what you have to offer and your individual resourcefulness in drumming up business.

PET PAMPER SERVICES BRING IN THE DOLLARS

Millions of people own and love many millions of pets. They pamper these pets. That makes home business on a rather assured and sizable scale for home money-makers. The feeding, training, equipping, housing, bathing and beautifying, boarding, and general pampering of these legions of pets make it possible for those with the time, space, and understanding of pets to make money at home. Even in areas where there are elaborate establishments, there is room for the home operator, for many pet owners don't like to place their

pampered darlings in large homes—they want “restricted” places and “private schools” for them.

One of the most popular ways of making money from pets is to provide boarding facilities in the way of a few kennels and runs for dogs, or boxes, baskets, cages, etc. for other pets. You charge fees according to the local market, and the facilities you have to offer—rarely less than \$1.00 a day per “guest.” You require the owner to give you full details regarding the pet, and to agree in writing to hold you blameless should the pet become ill or die in your care. You get the name of their veterinarian and have one of your own on call. Make it explicit that the owner takes the risk—and refuse to accept any pet that appears to be in poor health. The very fact that you go into some of these details tends to give the pet owner confidence in your establishment. Such boarding services are frequently very profitable in any community where you can comply with the restrictions, or near cities and prosperous suburbs. Some pet owners want cozy, small places; others may prefer the wide-open spaces such as are offered by Mrs. Gladys Shipman Diaz on her ranch at Pasadena, California—The Bone X Dude Ranch for Dogs. Small or large, it takes a lot of places to provide temporary homes for the pampered among the 20,000,000 dogs in the United States.

If you have some special training you have acquired in the services or by caring for your own pets, you have a head start with a pet pamper service. A *Reader's Digest Manual of Small Businesses* cites this dog-training service: “Ray Prescott is a good example of how an ex-serviceman can utilize Army training and discharge pay to launch a new enterprise that fills a general need. Prescott served with the famous K-9 Corps. He liked dogs, and the Army taught him proper methods of training them.

“With the \$200 he received as discharge pay, he rented a small house in a well-to-do Florida community, spent \$100 on kennels and equipment, and inserted an advertisement in the local paper offering to care for dogs and train them at reasonable rates. In three days he was boarding 8 dogs at \$5.00 a week, and training 3 of them at rates ranging up to \$60 for 5 days’ training. He thought the bulk of his trade would come from wealthy local residents, who might want their pedigreed pets trained, but he soon found himself training unpedigreed dogs from communities for miles around.

“Prescott housebreaks a dog in 5 days for \$15, results guaranteed.

For \$25, dogs are taught in one week's time to come to heel, retrieve, sit up, stand guard, and obey every reasonable command. Another 'course,' house-guarding, is \$25. Three months after he started out, Prescott was grossing over \$100 a week."

Obviously rates for services vary with costs of food and other services connected with care.

There are a variety of special services for pets that include: psychiatric treatment such as that offered by Charles E. Harbison of Noroton, Connecticut; clipping and washing. One side service was established by Daisy Miller of New York City. She set up an Animal Protection Union—\$25 for life membership—for hunting lost dogs, and it is reported that she is responsible for the recovery of lost or stolen dogs worth \$2,000,000.

HELPFUL BOOKS

Standard Book of Household Pets, by Jack Baird. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.

The Complete Book of Cat Care, by Leon F. Whitney. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

The Complete Book of Dog Care, by Leon F. Whitney. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

TUTORING AND OTHER SPECIAL INSTRUCTIONS

Nearly everyone has some field of experience that is more thorough and skilled than that possessed by others. It only remains for those of special skill to organize their thoughts on the matter and reach out for customers to whom they can impart their knowledge. Fees for special tutoring run high, and there are few communities where clients cannot be secured by means of advertising in classified sections of local papers, sending out announcement cards, or registering with schools and clubs.

If you have ever had teaching experience, you can "brush up" and register with your local school officials who, on occasion, want and pay well for substitutes, or you can establish your own classes at home, or conduct some one of the special night classes of which there are many. School children fall behind in their work for many reasons, including illness, and need special tutoring to enable them to catch up with the classwork. The fields are well known—mathematics, languages, etc. It is also possible to set up your own home

classes in commercial subjects such as typing, bookkeeping, elementary accounting, etc.

Those who have a good sports background and the knack of teaching can with comparative ease secure well-paying pupils who want to develop their own skill or make a sound beginning in learning a sport. What is your sports specialty? If you are very good at tennis, golf, fencing, fly casting, canoeing, skiing, archery, badminton, croquet, or some other popular sport, you may find it easy to secure a sizable side income.

Adult evening courses organized by schools and clubs may welcome your instruction, or you can organize your own home courses for groups interested in the various arts and crafts that attract thousands.

The field for special instruction is as broad as the interests of thousands in your community. Tap dancing, square dancing, the introduction of newer dances; car driving; bridge, canasta, chess, checkers; music; baby care—these are only a few of the possible fields open to you.

NEIGHBORHOOD BEAUTY SALONS

Women who have spent a fortune on their facials and hair treatment and dressing and have learned the processes involved have often found it possible to develop a sizable home beauty business in house or apartment. Such a business usually involves zoning restrictions and licensing that should be investigated before opening. If you have, or acquire, the necessary training and are located where your "salon" is convenient to busy housewives, you may do as others do and acquire a good side-line income. One of the advantages is that your work can be controlled by requiring appointments.

ENTERTAINERS ARE IN DEMAND

Entertainers are always in demand for big parties and club functions. If you are something of a showman, having developed your amateur entertainment stunts, you are in a position to reach out and secure supplemental income.

Some of the possibilities followed up by specialists who watch for announcements of coming parties and offer their services, in-

clude: card tricks, special movies, speaking on special subjects, puppets, music specialties, palm and tea-leaf reading.

There are other and quieter fields of entertainment, including being available as an emergency fourth at bridge, reading to children or to shut-ins, companion for the elderly, telephone visiting with the lonely.

MISCELLANEOUS SERVICES UNLIMITED

Services for which people will pay satisfactory rates are unlimited—or restricted only to the many services people want performed. Individuals with special skills, frequently men and women who have retired or partially retired, should carefully study their community and the best way of finding people who will pay for their skills. Frequently, this way is the simple listing of the services offered in the classified section of your local newspapers. Suggestive of a number of miscellaneous services which are making money today are the following: home employment agency; genealogical research; lettering; part-time social secretary; modeling; package wrapping; bridal service; menu planning; comparison shopping; fishing or hunting guides; home finding; garden spraying; clipping services; car repainting and waxing; household-inventory taking; package delivery; consultation on taxes and in other special fields; odd jobs without end.

Part Six

HOMEMADE PROFITS IN COUNTRY, TOWN, AND OUTSKIRTS

CHAPTER FORTY

A Bit of Good Earth, an Acre or So, and Security

OPPORTUNITIES for pleasure and profit in rural areas have never been more plentiful than today. A bit of the good earth, an acre or more, may well provide you with the truest form of security the material world has to offer. Increasing thousands of young people and older folk are fleeing from congested city areas to the modern comforts of country living that permits development of fine homes, independent incomes, and richer daily living than the cities afford.

Continuing development of highways and increasing mobility of millions of spending travelers give reasonable assurance that this return to the good earth will be desirable and profitable for many years to come. Even industries in many areas have joined the back-to-the-country movement and thus opened up many more opportunities for men and women to work in those industries and also, in spare time, supplement their incomes in country homes they are developing for a more desirable way of life.

Thousands are following up successfully their plans for country living. *If You're Thinking of a Little Place in the Country* is the title of a leaflet by A. B. Genung, economist with the U. S. Bureau of Agricultural Economics, issued by the Department of Agriculture. "Many veterans and others," he writes, "are wondering about the possibility of working at jobs in town but living out in the country, within driving distance, where they can have a little land, a few chickens, and a garden. They want to know what the prospects are for such part-time farming.

"The answer, in a nutshell, is that the prospects for that kind of country life are good. The United States is rich in just such opportunity. We have the combination of a large number of widely spaced industrial towns, paved highways, and widespread ownership of automobiles, which makes it possible. Moreover, some of the chief hazards which face the large-scale, commercial farmer are escaped by the man who grows things for home use mostly and whose main income comes from his job in town. All told, this idea is a good one

—good for the people who like it and for the community at large.”

You may yearn to join the throng and have a better home and home life and higher income, but protest: “Me a farmer? What do I know about raising corn and wheat and being chauffeur to a plow?” The answer is that you can increase your income in the country and *not do any farming whatever if you so desire*. There are many ways to make money in the country that don’t involve your use of the soil at all and those ways will be delineated in following pages. There are also many ways to profit in the country from only part-time and side-line farming projects, and you will have the chance here to explore many of these possibilities.

You can open up a new way of life if you want to. You don’t need to have a lot of money. And, after all, you have to live somewhere, and country living is better and taxes are lower and grocery and meat bills are lighter. Amazingly small investments can produce considerably increased incomes. Nature will work on your side if you develop a reasonably sound plan and lend a helping hand.

THE STORY OF JOE AND HIS TEN ACRES

Consider, if you will, the following story of Joe and his ten acres, as related in his leaflet by economist Genung, a story without any gilding of field lilies:

“Let us call this man Joe Smith. That is not his name but it is near enough. Joe is about 40 years old, has three young children, works in a factory making chains and gears.

“He had had enough of life in a city flat. About six years ago he bought a ‘farm’ near a small village ten miles from his work. It had a house—none too large and none too good, but comfortable—a small and rather dilapidated barn, ten acres of cleared land, and a stretch of woods that came nearly to the house on one side. It was a little like a pioneer homestead.

“Joe had about \$1,200 saved up. He makes somewhere around \$50 a week and saves money. He has Saturday afternoons and Sundays off. He paid \$900 cash for his new home.

“The first year he bought a Jersey cow with one injured quarter—that is, she gave milk from three teats. He paid only \$35 for her. The cow was already bred, and from her he raised a fine heifer calf. He still has that old cow, with three heifers from her in six years.

“Having some skimmed milk to feed, he naturally started keeping

a couple of pigs and some chickens soon after he bought the cow. Now he has two sows and sells 20 or 25 young pigs a year beside fattening and killing two or three shoats for family meat.

"Joe hired his land worked until four years ago, when he bought a small tractor and outfit, including plow, harrow, mower, and rake. He gradually acquired at auctions a wagon with box and hayrack, and various other tools needed around a farm, so that in latter years he has done virtually all his own work on the land.

"At odd times he has been able, by himself, to make some repairs and add improvements to the buildings. In such fashion, working in installments, he got the barn fixed up and a new roof on it. Incidentally, the scaffolding for that job as well as some other jobs on the home and hen house was all made of poles cut from the woods. He has a very good barnyard fence likewise made of peeled poles—looks something like a western corral.

JOE'S ENTIRE FAMILY HELPS

"His woods are a constant reservoir of useful things. The family goes to the woods for firewood, fence posts, huckleberries, nuts, leaves for bedding in dry season, and Christmas trees—not to mention rabbits, for he can go out with a shotgun and knock over one in the woods for table use almost any evening in the season.

"Joe's own tillable field is patterned off in different crops much like a larger farm—in this case soybeans, corn, oats, and grass. He usually has to get some extra hay from a neighbor to carry his cows through the winter; this is always obtainable on shares or in exchange for work with his tractor.

"Out between house and barn lies the garden, and a splendid garden it is. Mrs. Smith puts up hundreds of cans of vegetables and fruit—and meat—every summer and of course the family 'lives out of the garden' all summer.

"The springhouse is near the garden. Joe now has that excellent spring water piped into the kitchen.

"It must be admitted that this isn't one of those complete '3 acres and liberty' stories that you read about. They don't make an easy living from goats, bees, squabs, nor mushrooms. There isn't anything very romantic about this place. It's just an ordinary worker's home along the road.

"But, by and large, how has Joe's venture in country living worked

out? The answer is, extremely well. That is the substance of his own verdict and that of his wife.

"They live more cheaply. In town they paid \$35 a month for a very modest apartment. Carfare was about \$5 a month, clothes were a larger item, and of course every morsel of food meant a cash outlay.

"Now, there is no rent to pay. Taxes and insurance on the 'farm' amount to about \$75 a year, roughly \$6 to \$7 a month.

THEY ALL LIVE BETTER

"On the whole, the Joe Smiths live more comfortably. They will not have a bathroom for a while—that is the one big disadvantage—but otherwise they have more room, are warmer in winter, far cooler in hot weather, have a cellar and ample other storage space, and 'all outdoors' to use in summer. They think they enjoy a better diet now than formerly. They have plenty of cream and butter as well as milk, they have fresh eggs, chicken when they want it, pork and veal of their own raising, and vegetables and fruit in abundance. Mrs. Joe says there are weeks at a time when the only groceries she buys are such things as oranges, coffee, sugar, and salt.

"The children go to school in the nearby village. Mrs. Smith is quite certain that they lead a healthier and more wholesome life in the country than they did in town. Each child has certain chores to do around the place. They play outdoors the year round and their playgrounds are the fields, the woods, and the stream—rather than traffic-ridden streets, vacant lots, and movies. She thinks the country is the place to bring up children.

"Of course Joe has to have a car to drive to and from work and the expense of that travel more than offsets trolley fare in town. But they have a lot of pleasure out of the car. In town they didn't have one, largely because of no place to keep it and the feeling that there it was an unwarranted luxury. It takes Joe about 20 minutes to drive to work—about the same time it used to take in town by trolley car and afoot. They are on a macadam road, which is cleaned of snow in winter, so there is no difficulty about getting out.

"Summing it all up, the Joe Smiths consider that they did a wise thing when they moved out to their little 'farm.' They would not go back to life in town unless forced to by circumstances beyond their control. The one big thing they both emphasize about their life in

the country is its independence. They have a feeling that now they can weather economic storms like pay cuts or temporary lay-offs without much worry. The elemental necessities of life are under better control now. No landlord is going to turn them outdoors on 30 days' notice. They have fuel and food and 'what it takes' for their family to live comfortably for a long time without much cash income. At least, that's the way they feel about it."

Well, there is one man's story reported by an agricultural economist, one of many to whom we are indebted, one of many who will help you. You can "write" or rather live your own story and if you don't like to raise stock as does Joe Smith, there are many other ways in which you can have a rewarding life in the country, according to your location, initial means in acquiring your own small acreage, and according to your own ingenuity.

Ingenuity was one of the assets possessed by Lillian Collins when she turned from her city career and went in for plain dirt farming. She had studied home economics at the University of Nebraska, indulged in sewing and ceramics as hobbies, and built a city career as an accountant and secretary in Long Beach, California. She had another asset—40 acres of dormant land near Boise that her father had given to her. She quit her job in 1950 and went to this land. For a house she bought and moved an old cow barn for about \$250, put it on concrete blocks and insulated it with used fiberboard boxes, etc., secured free from a store. She painted and moved in. She asked the local FHA for about \$1200 to get started. The male experts were skeptical until she told them how much she expected to pay for a cow, turkey poults, sows, chicks, brooders, etc. She knew what she was talking about and what she wanted. She got the loan and the stock and began raising her own feed, and won the admiration of neighboring farm women and men as well. She works hard, but made good on her flight from the city.

YOUR SAMPLING OF COUNTRY MONEY-MAKERS

This survey of many ways to make money in the country is presented for exploration by four major groups:

1. Those who want to trade the treadmill of congested and meager and prospectless city living for a country home for self and family, commuting by bus or automobile to office or factory or shifting employment to smaller communities or the increasing

number of factories and laboratories and offices that have joined the flight from the cities; those who want to get away from tiny little apartments or tiny homes without enough soil to raise vegetables for the home table, and instead acquire a bit of the good earth and a side-line income that helps in the acquisition of a fine country home that earns as they enjoy it. There are many money-making projects for the country home owner who has as much as a half acre of land.

2. Those who want and are in a position to acquire an acre or two—or even five or ten acres or more—for more ambitious projects.
3. Folk who are retired or approaching retirement, but are still vigorous and want to stretch their retirement dollars and supplement their incomes for their declining years.
4. Those who are now located where they have a half acre or more and want to take on profitable projects. There are many who are ideally situated and simply haven't carefully explored the possibilities to turn their home into income property. For that matter there are many rather large-scale farmers who are toiling for less income than they would make if they dropped some major projects and adopted some of these side lines that have been proved to be both practical and very profitable.

You may find yourself in one of the above categories, or in a special situation of your own. You are entitled to study these suggested, proved, practical projects. If you find yourself particularly interested in one or more, you should consider whether you are presently qualified to go ahead, and if not, put in some time investigating, visiting similar projects in operation, reading books and pamphlets and priming your mind with the available details of operation. You can often continue in your present occupation while experimenting in a small way and learning to become expert in one or more of the projects presented. And even aside from your skills and varied abilities, *one of the most important considerations is whether there is reasonable family agreement, particularly between husband and wife*, as to your objectives and desire for a suburban or country way of life. After all, there are some folk in lower Manhattan who have lived and died with the smell of hot asphalt in their nostrils and who have never gone about Forty-second Street, let alone to New York's Central Park. If, however, you have investigated and the tingle of country air and living is in your veins, this exploration is meant for you.

Suggestive of the many non-farming and many small and part-time farming ways to make money at home in rural areas is this sampling of ways in which thousands are now profiting and more thousands can improve their standard of living in the future—and *this may include you:*

1. Roadside-stand feeding of ravenous tourists in tearooms, or with sandwiches, cold drinks, hot dogs, full meals.
2. Housing of tourists in rooms, cabins, motels.
3. Poultry and game bird-raising for meat and breeders, feathers and fertilizers.
4. Small-animal raising in small area for meat or fur or breeders or pets or for laboratories.
5. Raising, training, boarding of pets.
6. Picnic grounds, camps, fishing lakes, hunting ranges.
7. Small-fruit and big branch-fruit growing.
8. Roadside marketing of fruits, vegetables, honey, juices, antiques.
9. Direct mail, other advertising, roadside marketing of home kitchen products of all kinds, smoked hams and turkeys, etc.
10. Raising and marketing of nursery and forest products.
11. Making and selling of nearly all of the salable homecraft products.

IT'S A LIFE FIT FOR A KING!

These samples indicate the doors that can be opened according to your individual desires and inclinations, and in all instances you should consider these pointers on part-time farming cited in a Department of Agriculture leaflet:

1. It is possible, practicable, and profitable for many a man to work in a moderate-sized or small city and live out where he can have a few acres of land and what goes with it. Thousands of city workers are actually doing this very thing, with pleasure and benefit to themselves and their families.
2. Remember, it takes money to own a farm, however small. You ought to have a little saved up—\$500, say; \$1000 would be better. Veterans and many others can get credit, of course. But in the long run there isn't any real reserve outside your own money.
3. A great deal depends upon your judgment in choosing a home place. Be sure to get on an all-weather road, and see that the place has a fairly comfortable house, good water supply, and

electricity in or near. If you ignore any of these four things, you'll be sorry.

4. Don't try to undertake more farming than you can handle. That is one of the most common mistakes. If your job in town is really the main thing, keep it so in your plans. Don't think of the "farm" as anything more than a secondary job. Don't aim, at first, anyhow, for much more than a good garden and perhaps a few hens. Later you may want pigs, cow, more poultry, and fruit. But don't get yourself out on a limb at the very start.
5. Do a lot of thinking about the future of your job before you anchor yourself to a little country place. If the job should fold up, is it a place that you could sell readily if you wanted to move somewhere else? Few part-time farms will return a living unless there is a dependable source of outside income.
6. Take your time about buying a farm, whether one acre or a hundred. Talk it over with your wife. Talk it over again and again. When, as, and if you get to the point of really wanting to find such a place, look around. Then look around some more. Keep on looking. Don't let any glib seller persuade you to take something off on a dirt side road; or something that hasn't electricity right close by, or good water, or a fairly good house, or that costs too much. You'll find what you want if you look long enough.
7. Finally, if you want to live on the land, *go to it!* With ordinary common sense used in getting established, and with pluck and a willing family, it's a life fit for a king!

Furthermore, if you follow that sound advice from a Department of Agriculture specialist, you may also find the large number of ways in which your part-time venture may be turned into a full-time operation so that you can desert the city entirely and develop your independent living in the country.

HELPFUL BOOKS AND PAMPHLETS FOR A LIFE IN THE COUNTRY

Pamphlets. Hundreds of authoritative pamphlets on farm and country life projects. Get lists. U. S. Department of Agriculture, Government Printing Office, Washington 25, D.C.

A Few Acres and Security, by L. W. Steelman. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.

- How To Make a Living in the Country*, by Fred Tyler. Harian Publications, Greenlawn, N.Y.
- 15 Ways to Make Money in the Country*, by Haydn S. Pearson. Grosset & Dunlap, Inc., 1107 Broadway, New York 10, N.Y.
- The "Have-More" Plan*, by Ed and Carolyn Robinson. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- How to Live in the Country without Farming: Planning and Establishing a Productive Country Home*, by Milton Wend. Garden City Publishing Co., 575 Madison Ave., New York 22, N.Y.
- Successful Part-Time Farming*, by Haydn S. Pearson. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.
- Five Acres and Independence*, by Maurice G. Kains. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- Buying Country Property*, by Herbert R. Moral. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- Home Freezing and Storage of Food*, by Boyden Sparkes. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- The Complete Book of Home Freezing*, by Hazel Meyer. J. B. Lippincott Co., East Washington Sq., Philadelphia 5, Pa.
- Home Freezing for Everyone*, by Lura J. Alkire & Stanley Schuler. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- Popular Mechanics Home Freezer Plans*. Popular Mechanics Press, 200 East Ontario St., Chicago 11, Ill.
- Mechanix Illustrated Plan No. HJ-15: Deep Freeze*. Fawcett Publications, Inc., 67 West 44th St., New York 36, N.Y.
- Freezing to Preserve Home-Grown Foods*. Circular 709. U. S. Department of Agriculture, Government Printing Office, Washington 25, D.C.
- Building a Home Freezer*, by Frederick S. Erdman. Cornell Extension Bulletin 705. Cornell University, Ithaca, N.Y.
- The Home Freezer Handbook*, by Gerald J. Stout. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- See other helpful books listed in other chapters.

CHAPTER FORTY-ONE

Raising Small Animals for Fun and Profit

THE RAISING of small animals as a part-time or full-time source of income is an excellent side line to other activities. Such ventures offer a wide-open field for men or women, young or old, who like

animals and devote a bit of time to studying the easily mastered details of feeding, breeding, raising, and selling procedures. Because they are easy to feed and handle and can be housed or penned with small outlay of capital (almost none at all, except for wire if you are handy with tools) small animals are not only comparatively easy side-line money-makers, they are splendid as retirement income supplements. It costs little to experiment with a few as pets. Then if you enjoy the process, you can easily expand your operation into a sizable money-maker.

The income is derived, according to the animal raised, from these sources:

Meat for the home table and markets in your locality

Fur sold to fur buyers or, as in the case of rabbit fur, direct to hat-makers

Breeding stock for others who want to get into the business

Pets for old and young, sold to individuals and pet stores, and in some cases you may develop a side-line sale of accessories, such as cages, leashes, collars

Laboratories that use rabbits, guinea pigs, hamsters, white mice, and rats for experimental purposes and to meet the rising demands for penicillin and other medical products

Wool

Milk, butter, and cheese (in the case of goats)

Fertilizer

Many of the money-making small animals can be raised in cities and towns, but to develop a sizable operation, you need to be located in small towns with few zoning restrictions, or on the outskirts where you have more land and no restrictions, or in the country. In these pages you can explore the possibilities of several major money producers and make your selection. Having done so, you would do well to develop a definite plan of operation which would involve a small start, with as little outlay as possible. During this process you should get in touch with breeders' associations, which will be listed, to make sure you start with good stock, and with the Department of Agriculture, Washington 25, D.C. The latter will provide you with invaluable pamphlets dealing with the raising of the particular animals in which you are interested. You may begin your exploration with rabbits, with which we are all familiar as pets or as garden pests—but we may have overlooked their potentialities for profits.

RABBITS, RABBITS, RABBITS, RABBITS!

Is it true what everyone says about rabbits? It's true. You take one buck. You take one doe. If you are wise you will take the doe to the buck for a happy mating. If you take the buck to the doe's hutch she may enthusiastically kick the stuffing out of him, but when she goes visiting everything is serene. In a few weeks you will have eight to twelve rabbits instead of two; and this can happen four times a year with the same doe. If you have one buck and eight or ten does you can multiply this production by several times. *You're in business.* Now you have pets for sale, or in a couple of months you have fryers for your table or the market. Suppose you take a hundred rabbits—well, *you* take them if you can build hutches and pens fast enough! I suggest that *you* take them on the basis of my own childhood experience. One day my father asked me how many rabbits I thought I had and I said, "Oh, six or eight." He said: "I just counted, fifty-seven." I didn't argue, as Dad had an uncomfortable way of being right. These were just rabbits coming out of holes beneath the pen, and raised only for fun and for barter with other kids.

Mrs. Louis L. Van Valkenburgh of Houston, Texas, put a gift pair of Easter bunnies to better use. She kept them properly and raised the offspring to twelve or fourteen pounds each. She has handled as many as a thousand in her operation, and sold them as pets, as meat for gourmets who enjoy the chickenlike flavor and fine texture, and pelts to manufacturers.

Rabbits won't send you shopping for a new Cadillac each year, but they can provide fun, good eating, reasonable profits.

Your initial stock should be secured from reputable breeders to be sure you get disease-free animals and the ones to best produce young and gain weight with proper feeding. There are fifty or more breeds and varieties of rabbits. Some of the more popular are the New Zealand, Flemish, or Checker Giant, whose does at maturity weigh ten to fifteen pounds; and the somewhat lighter weight Chinchilla, French Silver, Angora Wooler, and Belgian hare. It is recommended by professionals that the beginner should select one breed. Unless your operation is on a large scale there is no great advantage in a large variety.

Although rabbits can be raised in makeshift hutches, the beginner

will save time and trouble and stock by building well-lighted and -aired hutches that are easy to keep sanitary, and thus minimize the feeding and watering and cleaning processes. A hutch should have a floor space of 2½ by 4 feet and be about 2 feet high. This popular size is often built three high in six rows side to side, with a slanting shed roof. Wire mesh should cover the hutch inside of the wood or the rabbits will chew their houses down.

The rabbit fancier will derive income from fryers and roasters, fur and wool, breeding stock, pets, laboratories, and, if the operation is on a large scale, fertilizer.

Rabbit raising often turns into a full-time business, as in the case of Linwood Darling of Cumberland Center, Maine. He has reported in *Mechanix Illustrated* magazine that he was successfully operating a chicken farm when his craving for *hasenpfeffer* brought about a switch of careers.

Back in 1947 Mr. Darling started with a pair of rabbits to raise enough meat for an occasional service of *hasenpfeffer* at the family table. By 1952 he was raising about 3000 rabbits and had established himself as a rabbit butcher, processing more than 250 rabbits weekly. His first markets were neighbors and a local grocer. The demand increased so rapidly he had to expand his original small pens into a barn. He established modern breeding houses and an efficient assembly-line method of preparing his products for market, and reports that in 1951 his business processed more than 15,000 rabbits and realized over \$25,000.

Illustrative of more varied possibilities in rabbit raising is the experience of Miss Clara May Hemenway, a schoolteacher, who started with \$500 capital to raise pedigreed angora rabbits. She developed her project to the raising of about 400 animals and establishment of a store on her Wailiili Farm in Manchester Center, Vermont. "She sells angora wool and pedigreed stock," according to the *Reader's Digest* small-business manual. "Some of the wool is home spun on a flaxwheel; some of the yarn is knit or woven into angora products to retail from her own small store, or to sell to city gift shops and department stores. Except for occasional help, Miss Hemenway does all of the work herself.

"Raising angora rabbits for both wool and meat is a comparatively new industry. Since the wool is very light, shipping costs are small. Mills buy unspun wool in quantities ranging from hundreds to thousands of pounds at a time. Some growers sell to individuals who ac-

cumulate enough volume to sell to the mills; others sell through co-operative marketing organizations.

"Culls (animals unprofitable to keep for breeding or wool) may be sold as fresh dressed or as frozen meat.

"The manure is easily dried and pulverized, and may be wholesaled to fruit growers and florists or retailed to home owners for lawns and gardens.

"Angora breeding may be started with as little capital as \$100, preferably as a sideline until experience is gained. Pedigreed stock—two does and a buck—should be bought from a reliable breeder. Breeding should be slow the first two years while the owner learns how to feed, breed and care for the animals. Records must be kept on each animal. Labor is the highest cost of the business."

GUINEA PIGS MULTIPLY HOBBY PROFITS RAPIDLY

Cavies, or guinea pigs, as they are commonly known, are becoming increasingly popular as a simple side-line profit source. They cost little, multiply rapidly, use little food, and are easy to care for in very small quarters in attic, basement, shed, or small outbuildings. They are gentle, virtually odorless, and fascinating.

Many thousands in virtually all sections of the country raise cavies for sale as pets or breeders, and primarily for sale to hospitals, laboratories, medical research workers, and others for experimental work. There is an estimated market for nearly 1,500,000 guinea pigs for laboratory work. The demand is increasing steadily. They are used chiefly for testing and developing various serums and anti-toxins, so the raisers make a real contribution to the life of the nation.

If you decide to raise guinea pigs as a side line for laboratory uses, you should be especially careful in selecting your breeding stock, using advice of established breeder associations. Laboratory buyers will insist on cavies that are not descended from previously tested animals. Before raising them on any sizable scale you should make inquiry at hospitals and laboratories in your area for instruction, and to determine your own possible markets. Instructions should be followed carefully, as laboratory buyers want only absolutely reliable sources of supply.

Although there are long-haired varieties of cavies, the home raiser

is advised to stay with the smooth-haired breeds, which are more popular as pets and very easy to keep clean. As pets, the brown, black, white, tawny, or mixed-colored, short-haired varieties are easy to keep and cheap to feed. They need only a few minutes' attention for two feedings a day. The pets can be sold by roadside signs, small classified advertising in local newspapers and magazines.

Prices vary, but for about four or five dollars you can secure a pair of covies for a meager beginning, or, preferably, one male and five or six females who will produce litters of six or eight at the rate of five or six litters yearly. The covies can be sold as pets in about a month after birth. The females can be bred after a very few weeks, but five or six months is most desirable.

Hutches can be easily fashioned from old boxes and wire netting, and set in tiers. Many producers keep twenty-five to fifty in a single colony group, allowing ample room for that number. Others prefer the tiers of hutches. Each compartment about $2\frac{1}{2}$ x 3 feet and $1\frac{1}{2}$ feet high provides room for four females and their litters. Only a few square feet for hutch or pen space are required for forty or fifty covies.

Food costs are low, especially if you have a supply of grass cuttings, vegetable trimmings, etc., to provide green stuff that is essential. If they have adequate vegetable wastes covies don't even require water. Children can have fun with covies, since they don't bite. This profitable hobby often becomes a family project that can provide \$100 a month or more the year around.

WHITE MICE AND RATS WILL WORK FOR YOU

Like the covies, white mice and rats are valuable as laboratory animals, and also for determining pregnancy of women. Some raisers sell 10,000 to 50,000 annually to various laboratories.

There is a limited demand for white mice as pets because so many mothers, particularly, object to having rodents around the place.

Mice and rats breed rapidly and can be kept in well-ventilated, well-lighted cages of wood or metal. Approximately twenty-five mice can be kept during the growing period in a cage 1 x 2 feet and 8 inches high. The same cage will house half as many adults. The cages can easily be arranged in tiers. The cages and mice are light and easily portable. The feeding costs are small. The side income is

welcome. As in the case of covies, your market should be studied carefully before going into a large operation.

Ralph E. Plauth was a businessman without the slightest interest in rodents until he found that several government departments, as well as medical and pharmaceutical houses and hospitals, were hunting for more rodents bred to specifications. He investigated further, established his Blue Spruce Farms place near Albany, New York, and started raising rats and mice by the hundreds and the thousands—and for profit.

HAMSTERS ARE CHAMPION MASS MULTIPLIERS

Rabbits, covies, and mice are mere amateurs when it comes to reproduction. They are completely outclassed by the champion golden-furred, seven-inch-long hamster, which reproduces faster than any other animal. The hamster, as pet and laboratory animal, is easy to raise too. If you are a mathematical wizard or possess a calculating machine you can go to work on this: The female can be bred at forty days; the gestation period is twelve to fourteen days; the result is a litter of seven to twelve, and the females can be bred again in forty days; so you start all over.

The hamster in recent years has become increasingly popular as a pet, and is in growing demand as a laboratory animal because it reacts to more human diseases than does any other animal.

Breeders are not costly and can be secured through guinea pig and rabbit associations listed herein. They can be housed in very small homemade cages and pens.

CHINCHILLA, THE GLAMOROUS RODENT

Chinchilla breeding is for you only if you can afford the cost and the risk, and approach the project with wide-open eyes. The chinchilla in recent years has given rise to amazing stories of profit, together with searching questions regarding the future of the industry that is reported to be worth \$125,000,000, with nearly 9000 breeders and a population of some 250,000 chinchillas in the United States. In 1951 these breeders did a \$10,000,000 business, selling breeder stock at around \$1250 to \$1500 per pair.

Chinchillas are the most regal of all fur-bearing animals. The aristocratic little fellows were introduced to the United States by an

American engineer, M. F. Chapman, who captured and brought in eleven live ones in 1923. The rich blue-gray fur of the chinchilla is about an inch long, the softest fur of any animal, with as many as eighty hairs from a single follicle. The body of a chinchilla is about 10 inches long and weighs $1\frac{1}{2}$ pounds at maturity. Only the animals that die are pelted for coats, some of which are sold for many thousands of dollars. The chinchillas today are chiefly valuable as fastidious little pets and for the breeding of three to fifteen young each year during about twenty years of life. What will happen to prices when the breeding has continued to the point where there are enough chinchillas for pelting on a large commercial scale no one knows. In the meantime rich revenue is being cleared by the breeders.

Chinchillas are immaculate and can be kept in small cages in attic, parlor, or basement, and can be fed for not over \$3.00 per year. One of the most successful breeders is an ex-Seabee, Eugene J. Donoval of Los Angeles. He started with two pairs in 1948, and, by buying and breeding, built up a herd of 1500 in two years. In 1951 he did a business of \$325,000 for a net of \$97,000, according to a business report in *Time* magazine. There are numerous other stories of great financial success with chinchillas, including those of groups who share the initial cost of the breeding stock to reduce individual investment. Chinchillas are so easy to house, cheap to feed, and easy to care for that they are becoming increasingly popular as side-line and sometimes full-time income producers.

MINK "RANCHING" FOR PROFIT

Mink—ferocious, vicious killers as they may be—are becoming more and more popular with fur farmers. Mink raising is an established industry with established auction markets, and residents of cooler sections of the United States find them reasonably easy to raise in small pens and cheap to feed.

The prices vary according to the market, but for about \$150 you can get started with a male and two females. They can be raised in tightly wire meshed pens about 2 feet long by 4 feet wide. Because of the small area for pens it is possible for a part-time mink rancher to care for fifty or more mink in a series of small pens on a small place—if he has the price of the breeders or has raised enough of his own.

One male will breed as many as six females, and once a year each female can produce four to ten kits, usually in June. The average litter is four or five, and born in June, is ready for pelting in November, or for breeding after seven months.

Detailed instructions for care, feeding, pelting, and often even the pens themselves are provided by the breeders from whom stock is obtained. Because of the widely established demand for mink coats, in Washington, D.C., and elsewhere, there is a steady market for the mink rancher's product.

Beginners who find the cost of breeding stock rather high can split the investment and make a start in the business on shares, developing their own stock as they progress toward larger returns. For many, mink ranching has become a full-time operation with a comfortable income.

SILVER FOX, BEAVERS, MUSKRAT, AND OTHER FUR ANIMALS

There are a number of other fur-bearing small animals that can be raised as a hobby or for profit, but prices of stock, area required, and other requirements make many of these animals a real problem for the beginner. And anyone who contemplates raising them should conduct a very thorough investigation.

Raising of silver foxes, beaver, or muskrats is difficult when area is limited, and both beaver and muskrat require special land and water habitats. There are those who experiment in raising raccoons, skunks, opossums, fishers, martens, and others, but except in very special instances these animals should be avoided.

DOGS AND CATS ARE PROFIT PRODUCERS

A multitude of dog lovers and cat lovers (and some folk like both) have raised these animals for many years and have a good head start for a profit-making side line or full-time business at home. They have only to put their hobby on a systematic basis and study processes of advertising and selling—instead of simply looking for friends and neighbors to take over the litters.

Dogs and cats are in constant demand as pets, and those who put their interest in these animals on a more businesslike basis can make it pay. Profits are derived from sale of pets, training of pets, board-

ing of pets. Sales are made through advertising in nearby papers, pet journals, by roadside signs, and sometimes by direct mail.

For animal lovers there are few more enjoyable profit-making hobbies than such animal breeding. It is important that anyone going into this field should concentrate only on good, sound, pedigreed stock. While some raise several kinds of dogs or cats, many of the most successful concentrate on one or two specialties. Both men and women are successful in this field, and frequently they select the breeds they personally like best so that they derive even greater enjoyment from the business that they can establish in a small way for less than \$200.

Once they have translated their hobby into a business, they frequently find that the knowledge they have gained makes it possible for them to derive additional profit by training dogs or cats for others. Some men both raise and train field dogs for hunters. There is always the additional side line of sale of equipment for the pets, and in some areas in towns and outskirts, if space permits, they can board animals for folk who must periodically be away from their homes.

As almost everyone knows, these animals can be raised in basements, garages, sheds, or pens with easily constructed shelters.

The possibilities in the raising of dogs is illustrated by the case of Eugene Cokefair of Montclair, New Jersey, as reported by Edwin Diehl. Mr. Cokefair became utterly weary of the commuting routine from home to office in New York, and despite his income in five figures, he decided there must be a more desirable way of life for him.

"I'm fed up," he exploded to his wife one night. "I'm bored with my job and fast deterioration into a shallow nincompoop of a man. I'm resigning tomorrow and we're going to figure out what's best for all of us. Let's begin living."

He quit his job and decided he would like to carry out his dream of raising purebred cocker spaniels and boxers. Selling a spacious home in Montclair, they moved to a small farm in Montville Township, New Jersey. He named his place Hillcrest Kennels and hung out a sign near the drive. Even though he had moved rather abruptly in changing his career, he made it work. The sharp drop in income was a problem for a time. He thoroughly enjoyed his work in raising dogs, but had to look around for some way to augment his income sufficiently to provide for his family. The step he took was

a natural outgrowth of his new career. He opened the Madison Pet Shop in Madison, New Jersey, near his farm. Dividing his time between the kennels and the shop, he had in 1952, two years after his "strike," established a thriving small business. Does he like it? "I wouldn't go back to textiles again for \$100,000 a year," he says. "What if I do work longer hours or, on occasion, all day Sunday? I like this work. I'm living!"

The dog business hasn't gone to the dogs. Instead it is a billion-dollar-a-year business for canine beauty parlors, licenses, training, medicine, food, funerals, adoption, boarding services, clothing and accessories—even psychiatry for some of the nervous among the more than twenty million dog population.

GOAT RAISING FOR HOME-ACRES PROFITS

Anyone searching for additional sources of revenue from a few home acres should consider the merits of goat raising. There are many points that favor goats, including the fact that it is cheaper to have one or two milk goats for the home supply than to have a cow. If you run twenty to fifty goats on a small acreage you have products for sale. Goats can be easily housed in any makeshift shelter that gives protection from wind, rain, and snow.

Kids can often be purchased for \$10 or less, but purebred does may run as high as \$100. Grade does are available in some districts for \$20 to around \$50 a head.

"How much milk will one produce?" is a common question. It is answered in Farmers' Bulletin No. 920, issued by the U. S. Department of Agriculture. "This is, of course, a very important consideration, as the value of a doe is estimated largely by her milk production. Even if a doe is purebred, she is of little value from the utility standpoint unless she is capable of giving a good quantity of milk. Many persons in purchasing grade or even purebred goats, have been disappointed to find that the milk could be measured in pints and not quarts or gallons, as expected.

"A doe that produces 3 pints a day is considered only a fair milker, while a production of 2 quarts is good, and a production of 3 quarts is considered excellent, provided the lactation is maintained for from 7 to 10 months. Good does should produce from 8 to 15 times their weight in milk in a lactation period. . . .

"The price to be obtained for goats' milk depends on a number

of conditions. If the milk is to be sold for ordinary uses, the price, of course, will be much lower than if a special market has been developed. In the past the price has ranged from 10 to 50 cents a quart, and the highest prices have been obtained when the milk has been supplied for the use of infants and invalids. The demand and the cost of production will serve as a guide as to what price should be obtained. So long as good goats are scarce and high priced, it will be necessary to get good prices for the products, whether in the form of milk or cheese, to encourage people to engage in the industry. There is on the market a brand of evaporated unsweetened goats' milk that retails for 25 cents a can of 6 ounces, which is equivalent to about 65 cents a quart for the original milk."

Sources of revenue from goats include the sale of milk to hospitals and invalids, rental of does for specified periods, sale of evaporated milk, butter, cheese, breeding stock, hides, and of kids for pets.

Before expanding the raising of two or three goats for home use of products the raiser should consider location carefully.

In investigating this revenue prospect for various areas you can secure much detailed information from the U. S. Department of Agriculture and the Bureau of Animal Industry, which will put you in touch with breeders' associations in your district.

ANIMAL BREEDERS' ASSOCIATIONS WILL HELP YOU

There are a number of animal breeders' associations that are excellent sources of information regarding your selection of breeding stock, the quality of the stock, and the prices you will have to pay for sound foundation stock for your enterprise. In writing to these associations or to any other source of information it is desirable that you make your requests for information as specific as possible.

Animal breeders' associations that will help you include:

American Angora Breeders Association	Rock Springs, Tex.
American Angora Rabbit Breeders Cooperative	Palmer Lake, Colo.
American Cat Association	Chicago, Ill.
American Cavy Breeders Association	Kansas City, Kans.
American National Fur Breeders Association	Wausau, Wis.
American Rabbit and Cavy Breeders Association, Inc.	Pittsburgh, Pa.
American Kennel Club	New York, N.Y.
California Angora Wool Growers, Inc.	Lynwood, Calif.

Cat Fanciers Association
 Federation of American Angora Breeders
 National Board of Fur Farm Organizations
 National Chinchilla Breeders of America
 National Domestic Rabbit Institute, Inc.

Washington, D.C.
 San Jose, Calif.
 Salt Lake City, Ut.
 Salt Lake City, Ut.
 Cleveland, O.

HELPFUL BOOKS AND PAMPHLETS FOR SMALL ANIMAL RAISERS

- How To Raise Rabbits for Food and Fur*, by Frank G. Ashbrook. Orange Judd Publishing Co., Inc., 15 East 26th St., New York 10, N.Y.
- Rabbit Breeders' Guide*, by John C. Fehr. Small Stock Magazine, Lamoni, Ia.
- Angoras for Profit*, by R. G. Hodgson. American Fur Breeder, Duluth 2, Minn.
- Rabbit Raising for Profit*, by Marcellus W. Meek. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.
- I Chose Rabbits*, by E. H. Stahl. American Small Stock Farmer, Pearl River, N.Y.
- Rabbit Production*. Farmers' Bulletin No. 1730. Government Printing Office, Washington 25, D.C.
- Raising Small Animals for Pleasure and Profit*, by Frank G. Ashbrook. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- The Hamster Manual*, by A. D. Banks. Small Stock Magazine, Lamoni, Ia.
- The Hamster Manual*, by Albert F. Marsh. Author, 1526 Basil St., Mobile 17, Ala.
- Successful Hamster Raising*, by Albert Hayner. Courier Printing Co., East Peoria, Ill.
- Golden Hamster Manual*, by L. C. Gale. Author, Concordia, Kan.
- Cavies for Pleasure and Profit*, by Edwin F. Deicke. Small Stock Magazine, Lamoni, Ia.
- Cavy Management*, by F. G. Carnochan. Carworth Farms, Inc., New York, N.Y.
- The Guinea Pig*. U. S. Department of Agriculture Leaflet No. 252. Government Printing Office, Washington 25, D.C.
- The Laboratory Mouse*, by Clyde E. Keeler. American Fur Breeder, Duluth 2, Minn.
- Raising Laboratory Mice and Rats*. U. S. Agriculture Department Leaflet No. 253. Government Printing Office, Washington 25, D.C.
- Practical Mink Ranching*, by Morley B. Pirt. American Fur Breeder, Duluth 2, Minn.
- Mink Raising*, by L. H. Adams. Harding Publishing Co., 174 E. Long St., Columbus, O.
- Mink Raising*. U. S. Agriculture Department Leaflet No. 801. Government Printing Office, Washington 25, D.C.
- Practical Muskrat Raising*, by E. J. Dailey. Harding Publishing Co., 174 East Long St., Columbus, O.

- Practical Beaver and Muskrat Farming*, by Wallace Grange. Sandhill Press, Babcock, Wis.
- Chinchilla Raising*. U. S. Department of Agriculture Leaflet No. 266. Government Printing Office, Washington 25, D.C.
- Fur Farming for Profit*, by Frank G. Ashbrook. Orange Judd Publishing Co., Inc., 15 East 26th St., New York 10, N.Y.
- Fur Farming Possibilities*. U. S. Agriculture Department Leaflet No. 267. Government Printing Office, Washington 25, D.C.
- The Complete Book of Dog Care*, by Leon F. Whitney, D.V.M. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Our Dogs: A Text-book on the Feeding, Training and Care of All Breeds*, by Clarence E. Harbison. Orange Judd Publishing Co., Inc., 15 East 26th St., New York 10, N.Y.
- Handy Dog Booklets*. Judy Publishing Co., 3323 Michigan Ave. North, Chicago 16, Ill.
- The Care and Handling of Dogs*, by Jack Baird. Permabooks, 575 Madison Ave., New York 22, N.Y.
- Care and Training of Dogs*, by Arthur F. Jones. Prentice-Hall, Inc., 70 5th Ave., New York 11, N.Y.
- Feeding Our Dogs*, by Leon F. Whitney. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Training the Dog*, by Will Judy. Judy Publishing Co., 3323 Michigan Ave. North, Chicago 16, Ill.
- Training You to Train Your Dog*, by Blanche Saunders. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Your Dog: The Complete Book of Selection, Care, Raising and Training*, by Jeanette W. Gillies & Blanche Saunders. Greystone Press, 100 6th Ave., New York 13, N.Y.
- The Modern Dog Encyclopedia*. Henry P. Davis, editor. Stackpole & Heck, 100 Telegraph Press Bldg., Harrisburg, Pa.
- Practical Dog Breeding*, by Harry C. Peake. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- Cats and All About Them*, by L. H. and Helen G. Fairchild. Orange Judd Publishing Co., Inc., 15 East 26th St., New York 10, N.Y.
- Starting Right with Milk Goats*, by Helen Walsh. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- Aids to Goatkeeping*, by Corl A. Leach. Dairy Goat Journal, Fairbury, Neb.

Several breeders' associations listed above have leaflets on care and raising of small animals.

PERIODICALS FOR ANIMAL RAISERS

American Rabbit Journal
The National Rabbit Raisers' Magazine
Small Stock Magazine

Warrenton, Mo.
 Pittsburgh, Pa.
 Lamoni, Ia.

American Small Stock Farmer
The Goat World
American Fur and Market Journal
American Kennel Gazette

Pearl River, N.Y.
Stroudsburg, Pa.
Wausau, Wis.
New York, N.Y.

CHAPTER FORTY-TWO

Poultry Profits Can Be Made Quickly

SKY-HIGH meat prices with lower costs for poultry increased the nation's taste for chicken alone from one hundred million to seven hundred and fifty million birds a year in recent years. The poultry business is one of the outstanding methods of making pin money or a living in small-town outskirts and on the farm—more than three billion dollars annually. No wonder the birds are cackling and quacking importantly. The cackle boom is on, and it is one of the quickest ways to profit available to you. You can get started today with only a few dollars of investment and have profits soon, if you operate with reasonable intelligence. You can start your day-old chicks today, in any season, and sell them as broilers at a profit in ten weeks! Teen-age boys and girls, older men and women start with no experience whatever and make hundreds and thousands of dollars' profit in a year.

The poultry business involves the raising of chickens and capons, turkeys, ducks, guineas, geese, pheasants, and squabs. The profits are derived from eggs for eating or setting, broilers, friers, roasters, pullets or layers, breeding stock, dressed poultry, section or cut-up poultry, frozen or cooked or smoked wholes or parts, and fertilizer as a by-product. The products are sold in local markets or by direct mail and other forms of advertising. It is a booming business that you can start small, as did Annie Lee Haynes of Webb, Tallahatchie County, Mississippi, with two hens and a rooster, leading to sales of \$268; or start in a shed, as did Jesse D. Jewell, who after sixteen years had 2,000,000 chickens under his wing with weekly sales of 150,000 dressed and iced birds.

Even though you can start with two hens and a rooster, today it

is advisable that you take a little time for preparation. James D. Woolf tells in the *Reader's Digest* about one inexperienced man who acquired the expert knowledge that is desirable and readily available. "Ray Jackson," says Woolf, "runs a poultry farm in the Midwest that yields him a good income. Before he started he didn't know a prairie chicken from a Rhode Island Red, but he got Government manuals and helpful books from the library. He had talks with poultry men at an agricultural college. He enrolled for an extension course at little expense, and found practical poultrymen willing to give their advice. His county agent cooperated generously. After three months Jackson knew a great deal about chickens. Then, to top off, he worked on a poultry farm for six months. After that he was really prepared to start out on his own. No matter what kind of business you have in mind, start by diligently studying it."

Ray Jackson's approach is highly recommended, but nevertheless there are many who have successfully launched their poultry business with a less thorough investigation, and learned *while doing*.

CASHING IN ON CHEEPING, CACKLING CHICKENS

Chickens roost highest on the ladder of poultry profits. Before considering some of the more technical aspects of the business let's view rural boys and girls at work with chickens as part of their 4-H Club activities. More than a million rural young people take this 4-H pledge each year: "I pledge: my Head to clearer thinking, my Heart to greater loyalty, my Hands to larger service, and my Health to better living, for my Club, my Community, and my Country." The clubs have a number of slogans including "Learn to do by doing," and "Plan our work and work our plan."

Plan your work and work your plan! *There* is a proposal for anyone contemplating the poultry business, and these young people have part-time accomplishments that their elders might well envy and emulate. That's why we present some of their reports herewith:

"I am Franklin N. McNeil of the McNeil 4-H Club of Crawfordsville, Arkansas. I am 14 years old and in the 7th grade. This is my first year in 4-H Club work.

"I selected poultry raising for my project because I enjoy working with chickens. I have a brooder house equipped with an electric brooder.

"When my chicks were four weeks old, their feed was changed to growing mash with one pound of scratch added for every four pounds of mash. After the chicks were twelve weeks old, growing mash, grits, scratch, and succulent green feed were kept before them all the time. When the chicks were four weeks old, low roosts were placed in the house. At eight weeks old most of the chicks used the roosts at night. Nine chicks were lost from the two hundred.

"I have sold 125 broilers and fryers, and 12 hens. They brought a total of \$171.25. The hens were culled often to get rid of the non-producers. Total receipts from my chicken project was \$332.75. Total cost of the project was \$181.60. Net profit \$151.15."

"TWO HENS AND A ROOSTER FOR MY OWN"

"My work in 4-H started five years ago with yard beautification. [This is from Annie Lee Haynes of Webb, Mississippi.] My mother gave me two hens and a rooster for my own. At this time, we had nothing but mongrels in our yard. I set my hens and raised 29 chickens. I was very proud of them. My Home Demonstration Agent visited my project and praised me for my work, but told me to sell my chickens and buy some purebred chicks. The next year I ordered 100 baby chicks (White Rock). I had to care for my chicks in a better way than I did before. I studied my poultry book and learned about their feeding and care. I only lost two. I raised 98 of these and sold 34 for \$1.00 each. We ate 40 and kept 24 pullets for laying purposes.

"I was again proud of my success and wanted to do a better job for I had become more interested in poultry than ever before. I saw where I could really earn money if I tried hard. I ordered 200 chicks and bought some turkey eggs and set them. I raised 15 turkeys last year and 200 chickens. [Experts advise you *not* to raise chickens with turkeys but this lass made it work on a small scale.] I sold \$109.00 worth to one man and deposited the check in the bank for my education. This year is my fourth year in poultry and my most successful year for I ordered 200 chicks, hatched 156 and have in the yard today 256 chickens, 24 turkeys, 23 geese, 18 ducks. I have 100 chickens engaged for market, 100 for table use, 56 to keep, 20 geese to be sold to one man for \$3.50 each, 21 turkeys to sell from \$5.00 and up, and 15 ducks for \$1.50 each. . . . I have received the co-operation of my parents and brother with my project, and if the

sale of chickens comes out all right, I will have sales this fall and winter amounting to \$268."

James T. Hattern, Dothan, Alabama, bought 250 chicks from the Alabama State Hatchery. He writes: "I put the chicks in two lamp brooders which I had last year. During the first seven weeks I fed them chick starter mash, then gradually changed to growing mash. I kept them on growing mash until those I was keeping for laying purposes started laying. I followed the advice of the county agent in growing chicks. I raised 238 of the 250 chicks. I sold 205 fryers for \$179.00, used \$20.00 worth at home, replaced and built up my home flock to 25 hens to keep our family supplied with eggs. From August through the middle of November I was able to sell 54 dozen of eggs at 65 cents per dozen. After supplying the family with eggs, I received \$35.00 for eggs sold. My expenses other than the cost of the chicks amounted to \$54.00."

George Van Ette, aged 18, Schenectady, New York, started with 125 baby chicks in 1945, gradually built up his flocks to over 1000 in 1950. He acquired fine equipment, first building a range house, repairing an old laying house, then building two new ones. In 1951 he went into partnership with his uncle and raised 7000 birds hatched from his own breeding flock of 600 hens. George sells eggs and chickens and has the equipment to help him sell when the market is right, including a butchering plant and a walk-in freezer. His success as a poultry man has been recognized many times.

100,000 POUNDS OF BROILERS ON CONTRACT

Louis B. Rymer, aged 16, Cleveland, Tennessee, raised 47,500 broilers, 125 laying hens and 250 chicks during six years in 4-H, starting with a fifty-chick project. He has sold nearly 100,000 pounds of broilers. He raises them under contract with an egg company which furnishes the feed and chicks while Louis provides the care and equipment. This includes his 170-foot-long concrete block building housing 5000 chicks. He has a small laying flock housed in another building, using a clean range.

Young Rymer's procedure in raising chicks on contract brings us back to the cackle king of poultrydom, Jesse D. Jewell, who raised contract chicken ranching to a breath-taking peak, as recounted in *Time* magazine. Circumstances almost forced Jewell into the chicken business. He was having difficulty selling feed for his mother's feed,

seed, and fertilizer business because the poor farmers in his Georgia area could not afford the feed. He borrowed \$6000 from a local bank and fed the feed to chickens and sold the chickens at a profit.

Jewell broadened his markets by eviscerating the chickens and shipping them dressed in ice. As his business expanded he interested feed companies and bankers in helping to establish a co-operative business with southern farmers who were too poor to finance a business of their own, and his methods were copied by some other big packers. Jewell provides feed on credit and ships chicks on credit to about 1000 farmers who fatten the flocks and turn them back to Jewell. Jewell pays the farmers for weight gained on a rough formula that an average flock of 1000 chicks should weigh $2\frac{1}{4}$ pounds each in 11 weeks on 9000 pounds of feed for the flock. The farmer is paid \$125 net for this gain, less if the weight isn't up to par, a bonus if the gain is greater. Jewell also has more than 50 farm families tending chickens that lay 165,000 eggs weekly for his Gainesville hatchery.

Jack Widmer has told in *Country Gentleman* how he put and kept his hens in cages for concentration on egg production. His cage system allows him to keep 2000 hens, dry-clean their eggs mechanically, and make an annual profit of \$3.00 to \$4.00 per bird by working only five hours a day.

SELL EGGS AND BIRDS AT RETAIL

These illustrative cases show that there is part-time or full-time money to be made from raising poultry. But the figures given for feeding-lot operations indicate that there is a lot of work for a rather small net profit, even though all risk of investment in birds and feed is eliminated for the fancier. *The real profits in raising poultry result when you plan your operation so that you sell your eggs and birds at retail prices at roadside stands or elsewhere.* On that basis you make both the wholesale and retail profit and secure a really substantial income and good return for your time. Various reports indicate that you can expect to net \$3.00 or more per laying hen with flocks of 1500 or more, making \$2.00 or more per hour for your time with good-sized flocks.

Customary sources of income from chickens are one or more of the following:

1. Broilers. Young birds, usually raised in confinement, marketed while very tender.
2. Fryers. Raised like broilers but marketed when heavier than broilers.
3. Roasters. Simply fryers raised to a heavier marketing weight.
4. Capons. Male chickens that had reproductive organs removed.
5. Eggs. There is a huge market for good-quality fresh eggs.
6. Pullets or layers. Marketed at four to about six months when ready to lay.
7. Breeding stock and hatching eggs. Hatching eggs or chicks sold from prize-quality lines.
8. Dressed poultry. There is constant demand for quality chickens, drained of blood and with feathers removed or drawn and ready for the oven, packed in ice or frozen.
9. Cut-up poultry. There are many special outlets for pieces or combined pieces of chicken, halves, quarters, legs, breasts, thighs, wings, etc.
10. Miscellaneous. There are markets for frozen chicken pies, chicken in jars, minced, and other preparations of the flesh.

There is by-product income for raisers of large flocks through the sale to gardeners and nurseries of the droppings from the pens, a valuable fertilizer.

BATTERY BROILERS CAN BE PROFITABLE

If you want to make a low-cost test of the potentialities of chicken raising in your area, you should carefully consider the profits to be had from battery broilers. Because of the automatic nature of battery broilers, there are many who operate them as a side line and, depending on the size of the operation, net hundreds and even thousands of dollars a year profits.

Battery broilers are multiple-decked "trays" in which cheap baby chicks from nearby hatcheries are placed for care, feeding, and development, moving from tray to tray or battery to battery. In twelve weeks the chicks, properly cared for, weigh $3\frac{1}{2}$ to $4\frac{1}{2}$ pounds; they have never touched the ground and scratched for a living, they have been confined so they haven't tough muscles. They are tender and eminently marketable, with a considerable increase in poundage. As one group of broilers moves along in the trays another group of chicks is moved in and the process is continued. Your chicks and

feeding costs may average about one half of the retail value of the broilers, with variations according to cost of feed and the retail market prices.

A three-tray battery can be purchased for about \$50 and up, but in selecting your battery go slowly or you may buy an obsolete or impractical piece of equipment. Get in touch with your county agent, or state or federal department of agriculture, and talk with the people in your nearest feed store, who will be interested in developing the success of another customer. You would be well advised to visit a broiler battery in operation and get additional detail on operation from the Brower Manufacturing Company, Quincy, Illinois; Hawkins Million Dollar Hen, Mt. Vernon, Illinois. You may want to read *Better Broilers from Batteries*, Country Bookstore, Noroton, Connecticut. You should write to the Agricultural Economics Department, Purdue University, Lafayette, Indiana, for the bulletin, *Profitable Broiler Production in Indiana*, a study of practice on many farms.

You will need a reasonably well-ventilated and -insulated shed, garage, or section of a barn where temperature and humidity can be regulated. You will need electricity for other heating equipment. Batteries require little space—not over thirty square feet for some, and of course additional batteries can be added to increase your flow of broilers to market according to the size of operation you decide upon. You can start with as few as thirty chicks in a small battery, and keep replacing on an assembly-line basis as the growing birds graduate from one tray to another until they go off to market.

If your first single battery operation proves to be successful, and your interest and knowledge of the process so indicates, it is a comparatively easy matter to increase the number of batteries. Purdue University studies of actual operation show that flocks of 10,000 broilers yield \$2.00 per hour for labor.

When you consider poultry meat production, give thought to capons. Capons are male chickens that have had sex organs removed at six to ten weeks of age. They don't grow faster than cockerels, but do become larger, and many prefer the size and flavor of capons. They can be desexed in the yard, or starter capons can be secured from breeders.

You may have seen abandoned chicken ranches and decided that since so many such dreams have burst you don't want to risk the venture. It is true that many chicken fanciers have failed, but that

is largely due to their having made too heavy an investment at the outset, or having started without adequate understanding of the various phases of poultry farming. If you start small, investigate carefully, utilize the government services established to assist you, work intelligently and diligently, there is every reason for you to expect a successful operation. There is a tremendous and growing market. As has been pointed out, boys and girls, older folk as well, are steadily profiting by *cashing in on cackles*.

RAISING TURKEY PROFITS IN YOUR OWN BACK YARD

Under modern methods turkeys are just as easy to raise as chickens except for one thing. Poults—baby turkeys—are more difficult to train to eat. They seem to be stupid about it, but it may be that they have poorer eyesight. This difficulty can be overcome, however, and you can start in a small way and develop your operation to get a share of the increasingly large turkey market that in 1952 involved a peak production of nearly 60,000,000 birds.

If you have a shed or construct a brooder house about ten feet square, build a sun porch about ten by ten with fine mesh floor above the ground and chicken wire enclosing the balance, you can start raising and profiting from as few as forty poults. Probably you will make a gross profit of well over \$3.00 a bird above the cost of poults, feed, and litter. If you find you like the experiment and the profits, you can enlarge your operation to develop a one-man, one-woman, or family turkey farm that provides a living. Furthermore you can control your own operations so that you have three or four months of comparative leisure each year after your spring, summer, and fall seasonal rush.

Illustrative of the possibilities of a small start developed into a sizable business is the case of Mrs. Agnes H. Hose of Millerton, New York. The Hose turkey ranch was started one day when Mr. Hose ordered an incubator and forty-five young turkeys by mail. Mrs. Hose became so fascinated with the birds that she studied pamphlets and books on how to care for them and gave heavy thought to profitable marketing methods. The first year they hatched 1200 eggs and by that time were so interested they couldn't stop. They got more and more equipment and raised more and more birds for market—to the point of 30,000 turkeys a year. Mrs. Hose was not

content simply to throw the birds on the open market. She set up a system of dressing, canning, and direct marketing that in all involved her employment of nine families. The men raised the turkeys, their wives canned them, everyone profited.

Thousands of men and women and young folk the country over are engaged in turkey farming for full-time or part-time profit.

Allan Lee Hayes, 17, of Akron, Colorado, talks, works, and eats turkey as part of his 4-H Club work. Beginning with 250 poults in 1946, his project in 1951 involved 1000 birds. By holding back thin birds for forced feeding he gets them on the market as "prime." As twenty-five-pounders are a drug on the market, he dressed them into roasts, steaks, tenderloins, and broiling parts; then freezing solves the leftover problem in marketing. His exhibits have won many honors, and in 1951 he took the grand championship at the state fair and National Western Stock Show.

Another 4-H member, Tommy Neal Secrest, 18, of Monroe, North Dakota, has marketed 4513 birds. He knew the turkey business was a ticklish one, so he started with 500 poults in 1946, increasing the flock to 2000 as experience and confidence grew. He learned early that turkeys require sanitation, so he built portable roosts for frequent removal to fresh pastures. He increased his housing facilities until in 1951 he had a cement block house and twelve new water fountains. Tommy uses every care to prevent disease, and his records show 91.6 per cent livability. Many people visit his place to look over his flocks and his up-to-date methods.

Because of sanitation problems in running turkeys on an open range more and more fanciers keep their birds confined and off the ground at all times and in all climates. They can be raised almost anywhere, according to Farmers' Bulletin No. 1409, issued by the U. S. Department of Agriculture, which says: "Turkey raising has long been an important enterprise in the United States because great quantities of turkey meat are required annually and its use throughout the year is becoming more popular. . . ." The enterprise is very adaptable, extending to practically all parts of the United States.

It is development of the smaller turkey that has contributed to the spreading of the market from the old Thanksgiving and Christmas peaks, so that now all holidays as well as every Sunday are involved in the demand. The turkey raiser can easily aim at his market by starting the poults six months in advance of the holiday. After six months of age a turkey eats too much to increase poundage profit-

ably. Many turkey raisers now plan to market just prior to every holiday, such as Easter, New Year's, Jewish New Year, Yom Kippur, Memorial Day, Independence Day—almost any of the days when families and friends gather with big appetites.

DIRECT SELLING PREFERRED

As with chickens, the best profits from turkeys can be made through your own direct sale at roadside stands and by mail to established customers. There are a number of customary sources of income from turkeys, with raisers cashing in on one or more of the following:

1. Broilers. Young turkeys about six to eight pounds in weight are tender and marketable, but many raisers have figured that it is at about this weight the young turkeys begin to pile up the poundage that in proportion to feed makes it uneconomical to market them prior to about six months of age.
2. Roasters. These are usually six months old, and quick-frozen. The whole turkey roasters make up a large part of the annual turkey market. In this category are included the cut-up bird, quartered and packed in four to six pound packages for use of small families, half birds, wings only, drumsticks only, steaks made by deboning and packaging of white meat, or dark, or a mixture of the two.
3. Stuffers. These are whole birds, stuffed, frozen, ready for thawing and the oven.
4. Breeders and hatching eggs. There is a good market from excellent breeding flocks.
5. Smoked.

THERE IS MONEY IN SMOKED TURKEY

The smoked-turkey approach to profits should intrigue men and women who are experimental-minded. There are no mysteries involved in smoking turkeys, and a number of varieties are on the market. The individual who can develop his own special way of pickling and flavoring with wines and spices, and is resourceful in direct-mail marketing of the specialty may open up a market of his very own.

Such a special product was developed from an ancient secret

process by Mr. and Mrs. Max Blitzer, as recounted in the chapter on fancy food specialties. But if you like, you can begin with an established method of pickling and smoking turkeys, and then experiment with ideas of your own, seeking an exclusive formula.

The tested and established formula referred to is published by the Bureau of Animal Industry, U. S. Department of Agriculture. It follows:

"Turkeys to be used for curing and smoking should be well fattened, equal to U. S. Grade A or AA. They should be subjected to the usual overnight fasting period (with access to water), then bled, brained, and carefully picked dry, or the feathers removed by the slack-scald method, about 30 seconds agitation, in water heated to 126° F. Care should be taken not to break the skin in the dressing and handling process. Birds with badly torn skin should be rejected. The full scald is undesirable since the skin is more likely to be injured when this method is used. Immediately after being picked, the birds should be drawn as for roasting, removing all viscera, including the giblets which are not utilized for curing and smoking, and then chilled to a temperature of 30° to 40° F. In preparation for curing, the head, neck, shanks, and feet are then removed, leaving the body cavity open at both the front and rear ends with an unobstructed passageway between the two ends. The removal of the tendons in the drumstick is suggested to provide for better penetration of the curing ingredients into the meat of that portion of the bird.

"A suitable curing mixture consists of:

6 pounds of salt.

3 pounds of brown sugar.

2 ounces of saltpeter dissolved in 4½ gallons of water.

"This pickle contains approximately 13 per cent of salt and has a salinometer reading of about 70° at a temperature of 38° F. Experience has shown that about four times this indicated quantity of pickle is required to cover 100 pounds of moderately large, drawn turkeys when packed carefully in a 50-gallon barrel.

"The drawn turkeys should be packed carefully and close together in a suitable container, such as a crock or a clean, well-soaked, odorless hardwood barrel, and weighted down with a clean board and brick or stone so they will not float when the curing solution is added. Then pour the solution over the turkeys until they are

covered with a slight excess of liquid. It is important that the temperature of both the meat and the pickle be approximately 38° when the curing process is begun and be kept at that point throughout the curing period. At weekly intervals the turkeys should be removed from the container and repacked in order to remix the pickle and insure that it will come in contact with all parts of the birds.

"Our experiments indicate that turkeys which weigh from 14 to 20 pounds after removal of the head, neck, shanks, feet, and viscera, should remain in the curing solution approximately 1¼ days for each pound.

"The cured turkeys should be washed in warm water, hung up until dry, and then smoked, using hardwood. A smokehouse temperature of 135° to 140° F. for 16 hours is more effective in producing desirable color than lower temperatures. However, a temperature of approximately 110° F. for 20 hours results in about 3 per cent less weight loss in the smokehouse than the higher temperature for the shorter period of time. After 4 weeks' aging at 68° the difference is even more striking, the birds smoked at the lower temperature yielding about 7 pounds more of stored product per 100 pounds of weight prior to curing. During the smoking process the turkey should be hung by either legs or wings in such a way as to provide for maximum exposure of skin as well as an opportunity for further drainage of curing fluid, especially from the body cavity. The smoked turkey produced by this process must be cooked before eating."

INCOME FROM PHEASANTS, GUINEAS, GEESE, DUCKS, AND SQUABS

Part-time and full-time one-man projects on one to ten acres are proving profitable for many who are interested in raising pheasants, geese, guineas, ducks, squabs, and other birds. Frequently these ventures start with an investment of no more than \$50 for brooders, pens, eggs or breeders, and feed. They learn while indulging in the hobby, and then expand to larger and more profitable operations.

A somewhat typical instance of how raising of game birds on a small scale developed into a sizable and beneficial business is recounted in a *Reader's Digest* manual as follows:

"Harry Warren, a California veteran of World War I, turned to raising game birds in the hope of recovering his health in out-of-door

work. His first market was high grade restaurants. Later he sold his birds to other breeders as breeding stock, and to game preserves. The millinery trade and fishing fly manufacturers provided a market for feathers.

"Today (1946) Warren has a stock of 5,000 birds of 50 species—the largest game farm on the Pacific Coast. It provides employment for ten persons. His sales come from solicitation in person and by mail, and from advertising in sportsmen's and game breeders' magazines. He recommends bird-farming for returning veterans who like birds, and whose physical or nervous condition makes out-of-door work advisable.

"The investment depends upon the scale on which the business is started. A sizable tract of land, fencing, housing, tools, hatching eggs, and feed are the chief requirements. He recommends studying the U. S. Department of Interior Conservation Bulletins No. 10, Bob-white Quail Propagation, and No. 29, Propagation of Aquatic Game Birds, sold by the Superintendent of Documents, Washington 25, D.C."

Since Warren's venture began, there has been great expansion in quick-freezing, which has fostered development of such rural businesses for those who want to leave it to the birds to provide for their security. Here is a brief survey of possibilities with a variety of birds:

PHEASANTS AND GUINEAS FOR FUN AND PROFIT

Pheasants are not only profitable, they are interesting to work with and beautiful to view, making a show place of many a small farm. You can start with a small brooder house and pens in your own back yard with a dozen or more one-week to ten-day-old chicks costing around seventy-five cents each. Or you can begin with setting eggs at twenty-five to fifty cents and up for very choice breeds and be in experimental business for about a \$50 investment. Pheasants are prolific, and if you have the space they can run wild on the farm and be marketed at \$3.00 to \$5.00 a bird.

They are fascinating birds. Don't get started unless you are ready to be lured into a lucrative field. See what happened to T. A. Fremming of Fairmont, Minnesota. He was sales manager for a cannery and started with a few pheasants in his own back yard at very small

cost. The birds multiplied and his interest increased, and now he has forty acres devoted to raising around 15,000 birds annually, with a manager in charge.

Pheasants are sold to exclusive hotels and cafés, and income can be derived from meat, eggs, chicks, and feathers. Sales are made by direct mail or other advertising, and by direct contact with eating places.

Young guineas, or keets, can be started in the same brooder equipment used for chicks. They have a gamy flavor, comparable to that of pheasant, and weigh over two pounds in fourteen weeks. Then they are ready for the gourmet's table.

Whether you raise pheasants or other game birds for hobby or for business profit or both, you should consult your state game laws regarding licenses at a nominal fee, and other regulations set up for wild-life conservation.

DUCKS AND GEESE ARE EASY TO RAISE

Ducks and geese are easy to raise, and if you have a range of a half acre or more on a stream or small lake, their feeding cost is not exorbitant, as they feed themselves to some extent on grass and weeds. They are an excellent side line on many poultry farms. Ducklings require heat for only two or three weeks, and goslings almost take care of themselves on the range after two weeks. Chicken brooder equipment can be used for ducks, but incubators aren't very successful with geese. The female goose covering a dozen to fifteen eggs or a heavy breed of chicken covering four or five eggs is best for hatching goose eggs.

SQUABS REQUIRE LITTLE SPACE

Squab raising for your home table and the special local markets is possible on small plots of ground. A back-yard pen with a building about 12 by 16 feet will accommodate about 50 pairs of breeders. Small flocks can be fed commercially mixed pigeon food, thus eliminating the chore of preparation. Farmers' Bulletin No. 1753, issued by the U. S. Department of Agriculture, advises that "the average annual return above feed cost can be estimated by using local prices, allowing an annual production of from 10 to 14 squabs for each pair of breeders, and a feed consumption of from 90 to 100 pounds per

pair. Additional income may often be obtained from the sale of breeding stock, especially from high-producing flocks."

The pigeons raise the squabs, which grow rapidly and are ready for market in about 26 days. The more prolific breeders of good-sized squabs include the King, Carneau, Mondaine, and giant Homer. The squabs, killed when about ready to leave the nest, weigh 12 to 24 ounces each, live weight.

HELPFUL BOOKS AND PAMPHLETS FOR POULTRY RAISERS

The U. S. Government Printing Office, Washington 25, D.C., will send a free list of low-priced pamphlets covering all phases of poultry raising, including these titles:

Farm Poultry Raising. Farmers' Bulletin No. 1524

Diseases and Parasites of Poultry. Farmers' Bulletin No. 1652

Poultry Houses and Fixtures. Farmers' Bulletin No. 1554

Turkey Raising. Farmers' Bulletin No. 1409

Livestock for Small Farms. Farmers' Bulletin No. 1753

Goose Raising. Farmers' Bulletin No. 767

How to Run a One-Man Poultry Farm, by Haydn S. Pearson, Grosset & Dunlap, Inc., 1107 Broadway, New York 10, N.Y.

Starting Right with Poultry, by Guy T. Klein. The Macmillan Co., 60 5th Ave., New York 11, N.Y.

The ABC of Poultry Raising, by J. H. Florea. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.

Profitable Poultry Keeping, by H. C. Knandel. Orange Judd Publishing Co., Inc., 15 East 26th St., New York 10, N.Y.

Successful Poultry Management, by Morley A. Jull. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

Raising Turkeys, Ducks, Geese, Game Birds, by Morley A. Jull. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

Domestic Geese and Ducks, by Paul P. Ives. Orange Judd Publishing Co., Inc., 15 East 26th St., New York 10, N.Y.

Starting Right with Turkeys, by Guy T. Klein. The Macmillan Co., 60 5th Ave., New York 11, N.Y.

Making Pigeons Pay, by Wendell M. Levi. Orange Judd Publishing Co., Inc., 15 East 26th St., New York 10, N.Y.

Book of the Pigeon, by Carl A. Naether. David McKay Co., Inc., 225 Park Ave., New York 17, N.Y.

The National Standard Squab Book, by Elmer C. Rice. Squab Publishing Co., Melrose, Mass.

Raising Game Birds in Captivity, by David B. Greenberg. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.

CHAPTER FORTY-THREE

Gardening for a Side-Line Income

ONE OF THE BEST ways to secure income from part-time efforts is to turn to the soil. If you have a big back yard or an acre or so, and are willing to use part of your time for a few months, profit is assured. Almost anyone can learn the processes necessary, and annual profits will range from a few hundred dollars on an acre or less to two or three thousand or more if five to ten acres are available. Your industry and your resourcefulness in opening up various markets are also a factor.

There are many thousands of men and women who now have all of the knowledge they need in handling growing things; all they need do is expand their home growing to put it on a commercial basis. Others with only a smattering of knowledge of gardening can quickly and easily learn what they need to know by turning to the established sources of instruction. One of the best preliminary steps is to visit commercial home gardeners who are operating in and near towns from one end of the country to the other, observe, ask questions, plan an operation, and get started on your own.

You may be lured into profits from the good earth with any one or more of these chief types of gardening:

Vegetable	Flower	Fruit	Specialty
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The markets available include residents in your immediate area and nearby towns and cities, roadside stands for your products fresh or prepared, local stores, direct-mail customers. The home gardener who is reasonably resourceful, raises good products, and is dependable usually has no great difficulty in disposing of available produce through one or more of these outlets. There is also the profit of considerable savings in the family grocery bills as well as side-line gains.

The hard way to garden is to take any old plot of ground, spade it up, put in seeds and plants indiscriminately, and trust to nature

to do the rest. The easiest way to garden is to study the experience of others and never overlook these ten basic tips for the most successful operation:

1. *Layout.* Plan the use of your garden area carefully, laying out plots on paper before preparing the soil and planting. You don't want sweet corn shading lettuce, or apple trees "hogging" rich truck soil. According to your selection of projects, draw up a reasonably precise plan.
2. *Test the soil.* Don't make snap judgment that the soil "looks good." It may "look" good, but also require special treatment for your special crop. You can send samples of the soil for free testing at your nearest agricultural experiment station, or for two or three dollars you can buy a soil-testing kit and instructions that will tell you what you need to know to make the soil most fertile. Soil frequently shows a lack of nitrogen, potash, phosphoric acid or lime.
3. *Prepare the soil.* The easiest way to get the maximum results from your labor is to prepare the soil properly for planting. Compost heaps, manure from other projects on your place, commercial fertilizers—all, when properly used, will more than pay for the cost and the labor of spreading by producing more abundant crops. Proper preparation of the soil reduces the area needed for a given crop and sharply reduces your investment of time in proportion to yield.
4. *Plant good seeds and plants.* Be sure your seeds and sets are secured from reliable sources, or much of your investment and work may be lost. Overorder plants and discard the weaklings.
5. *Control blight and pests.* Dust, spray, and poison your natural garden enemies regularly. Dusts, sprays, and poisons will largely eliminate the aphids, beetles, caterpillars, slugs, borers, etc., and fungus diseases that otherwise would rob you of the fruits of your investment and labor.
6. *Cultivation and weeding.* When you get into the cultivating and weeding stage you are required to have time available, especially in the early period of growth. The rows are weeded and soil broken at least once weekly and after all rains. At this stage you will be rewarded if you place bedding from barns and other mulch between the rows, thus conserving moisture and minimizing weed growth.
7. *Watering.* In most areas gardeners depend on rainfall. Sprin-

klings is difficult and costly. Only a soaking sprinkling is of much assistance in dry spells. In semiarid areas where irrigation is required the home gardener must be particularly careful with his cost estimates and water requirements.

8. *Harvest.* Your products will come at irregular times and daily picking may be required. You may harvest early for local markets, but the roadside marketing, home uses, or preserving, you may wait for almost perfect ripeness.
9. *Records.* The wise gardener keeps careful records of costs, time expended, taxes, sales, productivity in soil. Analysis of such records can often show how cost and labor for one crop run much higher than for another for which you have a good market, and point the way to greater over-all profit from the use of your time, land, and money.
10. *Proper timing* is essential for successful gardening. If you are starting your seeds in hotbeds or greenhouse or otherwise indoors, you should have a careful plan to have them ready for transplanting at the proper season in your particular area and soil. Time of sowing seeds is similarly important. And, obviously, time of planting has a definite bearing on your period of harvest for home use and marketing.

Your timing problems are simplified by the four maps and two tables presented here and for which we are indebted to the United States Department of Agriculture, *Home and Garden Series No. 9*, a bulletin on suburban and farm vegetable gardens prepared by James H. Beattie, senior horticulturist, and Robert E. Webster, associate horticulturist, of the Agricultural Research Administration.

"A gardener anywhere in the United States can determine his own safe planting dates for different crops," according to this bulletin, by using the maps (Figs. 1 to 4) together with Tables 1 and 2. "The maps, drawn from United States Weather Bureau originals, show the average dates of the last killing frosts in spring and the average dates of the first killing frosts in fall. They are the dates from which planting times can be determined, and such determinations have been so worked out in Tables 1 and 2 that any gardener can use them, with only a little trouble, to find out the planting dates for his locality.

"Table 1, for use with the maps in Figures 1 and 2, shows planting dates between January 1 and June 30, covering chiefly spring and early-summer crops. It shows *how early it is safe to plant*; it also

shows the spring and early-summer *dates beyond which planting usually gives poor results.*

"Opposite each vegetable in Table 1, the first date in any column is the *earliest generally safe* date that the crop can be sown or transplanted by the gardener using that column. (No gardener needs to use more than one of the columns.) The second date is the latest date that is likely to prove satisfactory for the planting. All times in between these two dates may not, however, give equally good results. Most of the crops listed do better when planted not too far from the earlier date shown."

HOW TO DETERMINE PLANTING DATES

To determine the best time to plant any vegetable in the spring in your locality:

1. Find your location on the map in Figure 1 or 2; then, the solid line on the map that comes nearest to it.
2. Find the date shown on the solid line. This is the average date of the last killing frost. The first number represents the month; the second number, the day. Thus, 3-10 is March 10. Once you know the date you are through with the map.
3. Turn to Table 1; find the column that has your date over it; and draw a heavy line around this entire column. It is the only date column in the table that you will need.
4. Find the dates in the column that are on a line with the name of the crop you want to plant. These dates show the period during which the crop can safely be planted. The best time is on or soon after the first of the two dates. A time halfway between them is very good; the second date is not so good.

For areas in the Plains region that warm up quickly in the spring and are subject to dry weather very early planting is essential to escape heat and drought. In fact, most of the cool-season crops do not thrive when spring-planted in the southern part of the Great Plains and southern Texas.

Table 2 is used with the maps in Figures 3 and 4 in the same way to find the dates for late plantings. The recommendations for late plantings and for those in the South for overwintered crops are less exact and less dependable than those for early planting. Factors other than direct temperature effects—summer rainfall, for example, and the severity of diseases and insects—often make success difficult,

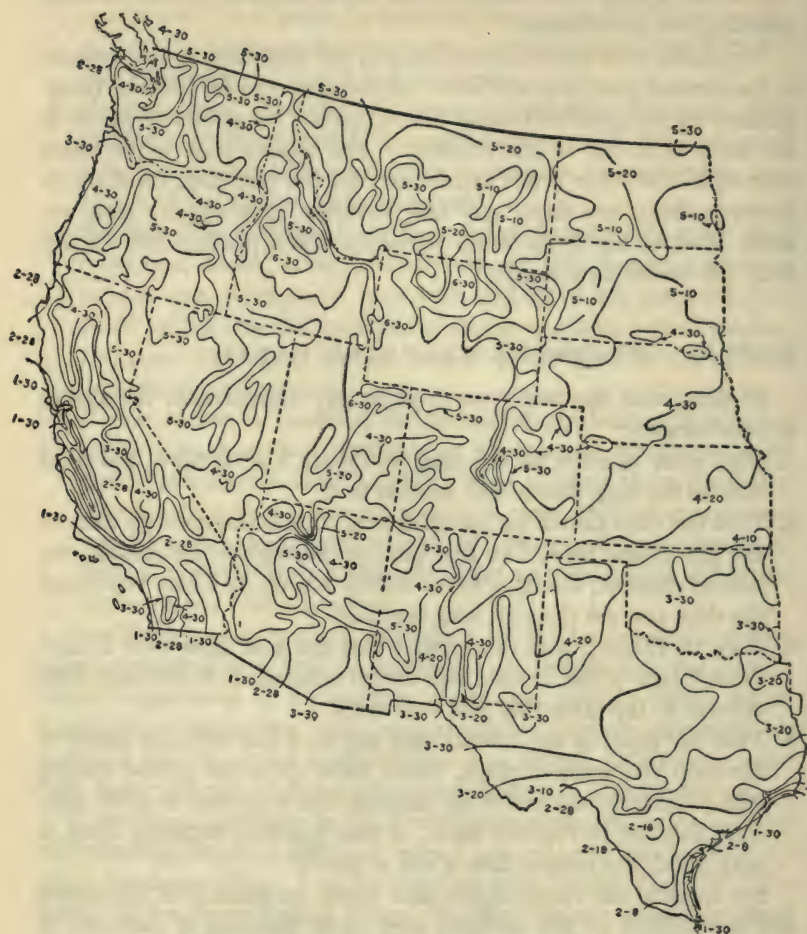


Figure 1—Latest data available for average dates of the last killing spring frosts in western United States. Locate the line nearest to the locality in which you live, note the date on that line (the first figure indicates the month, the second the day; thus 3-20 is March 20), and then refer to Table 1. Detailed instructions start on Page 318. This map and Table 1 are most useful in the absence of local information. (Redrawn from U. S. Weather Bureau original.)



Figure 2—Latest data available for average dates of the last killing spring frosts in eastern United States. Locate the line nearest to the locality in which you live, note the date on that line (the first figure indicates the month, the second the day; thus 3-10 is March 10), and then refer to Table 1. Detailed instructions start on Page 318. This map and Table 1 are most useful in the absence of local information. (Redrawn from U. S. Weather Bureau original.)



Figure 3—Latest data available for average dates of the first killing fall frosts in western United States. Locate the line nearest to the locality in which you live, note the date on that line (the first figure indicates the month, the second the day; thus 11-30 is November 30), and then refer to Table 2. Detailed instructions start on Page 318. This map and Table 2 are most useful in the absence of local information. (Redrawn from U. S. Weather Bureau original.)

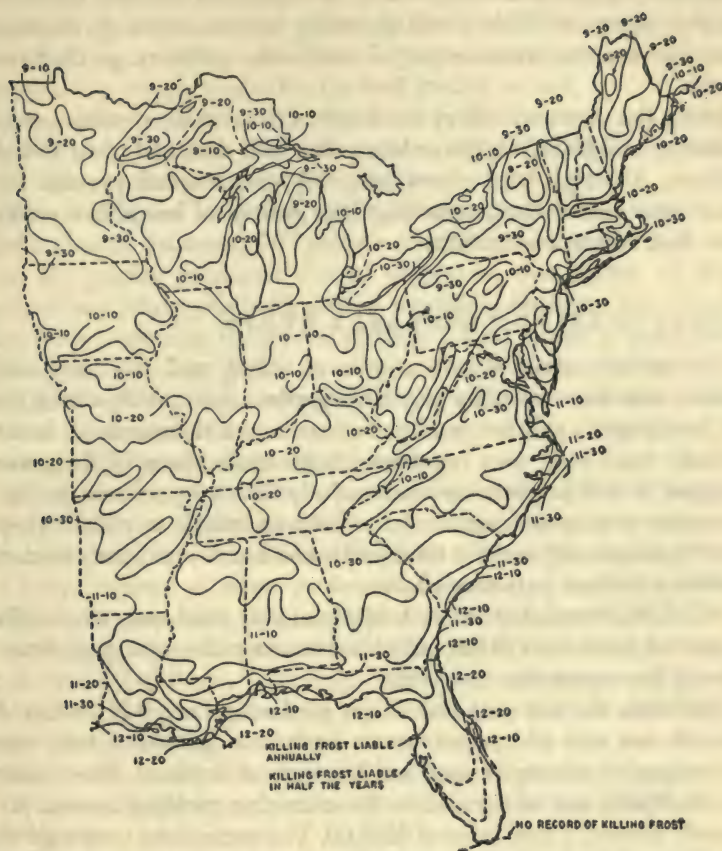


Figure 4—Latest data available for average dates of the first killing fall frost in eastern United States. Locate the line nearest to the locality in which you live, note the date on that line (the first figure indicates the month, the second the day; thus 11-10 is November 10), and then refer to Table 2. Detailed instructions start on Page 318. This map and Table 2 are most useful in the absence of local information. (Redrawn from U. S. Weather Bureau original.)

especially in the Southeast, although some other areas having the same frost dates are more favorable. A date about halfway between the two shown in Table 2 will generally be best, although in most areas fair success can be expected within the entire range of dates shown.

Along the northern half of the Pacific Coast, warm-weather crops should not be planted quite so late as the frost date and table would indicate. Although frost comes late, very cool weather prevails for some time before frost, retarding late growth of crops like sweet corn, lima beans, and tomatoes.

MONEY-MAKING VEGETABLE CROPS

The records abound with stories of young and old men and women who have taken up vegetable gardening to provide food for the family table and for market. Youngsters on thousands of farms virtually raise their own requirements for cash. Many of them are engaged in 4-H projects very successfully. What have these youngsters that you haven't—granted the land on which to plant? They start "from scratch" and use their heads and hands and hearts to earn income with their part-time efforts.

Willie W. Woodall of Route 1, Midland City, Alabama, who made a profit of more than \$1000, tells his own story of a young gardener at work for experience and profit:

"1947 was the first year that I took gardening for a 4-H project. I planted one acre of cucumbers on fresh new ground. I used the recommended variety of seed and amounts of fertilizer. The season was favorable and at the end of the cucumber pickling season, my records showed a total sales of \$228.00. The cucumbers were sold to the W & W Pickle Company, Dothan, Alabama. We used \$20.00 worth of the cucumbers at home. My expenses amounted to \$31.50 which left me a profit of \$216.50. That sold me on gardening for a 4-H project and I planned to increase the size of my garden project for 1948. I kept accurate records on my cucumber project and received a medal for having the best garden record of 1947 for Dale County.

"For the year 1948 I had 1½ acres of cucumbers, ½ acre of potatoes, and ½ acre of tomatoes and ½ acre of corn for my project. When I completed my cucumber project I had sold \$203.00 worth and used \$15.00 worth at home. I made \$190.00 profit. The 1948 growing season

wasn't as favorable as the 1947 season. My $\frac{1}{2}$ acre of potatoes brought me \$50.00. My $\frac{1}{2}$ acre of tomatoes was used at home and was valued at \$25.00. My $\frac{1}{2}$ acre of corn yielded 32 bushels. \$10.00 worth of this was used for roasting ears. For the second straight year, I was awarded the county medal for the best garden record.

"During the year 1949, I carried more projects than in any previous 4-H club year. My 1950 4-H garden project included $\frac{1}{2}$ acre of Irish potatoes that produced 800 pounds.

"This is 1951 and is my fifth year to take gardening for my project. I have already produced 700 pounds of Irish potatoes from $\frac{1}{2}$ of an acre. My garden produced several vegetables this winter. At the present time I have planted $\frac{1}{2}$ acre of vegetables for home use. These have been producing for several months. I have $\frac{1}{2}$ acre of peas that are beginning to bear. I plan to sell peas on the commercial market. I am growing $\frac{1}{2}$ acre of sweet potatoes that will be used at home and sold on the commercial market. In April for the fifth straight year I was awarded the county gardening medal.

"My gardening projects have produced a total of \$1416.00 worth of vegetables for market and home use during the past five years. The total profit has amounted to \$1055.00. A large part of this profit has been invested in other projects. I have had a number of 4-H projects but none have been more profitable than gardening."

A smaller-scale part-time gardening activity is reported by Franklin R. McNeal of Basin, Wyoming: "I worked eight hours a day in a garage, and my garden became my leisure time project. It is hard to give a leisure time project a money value, but this one was a profitable one to me. I surely didn't waste my time. For example:

"A ten-cent investment in cauliflower brought me \$15.70 or a 150% profit.

"A twenty-five cent investment brought me \$22.50 on cucumbers.

"Sixty cents of seed corn brought me \$38.50.

"I only made 30% profit on my peppers because I did not plant my seeds early enough."

Only 30% profit! What now, General Motors? Did you ever do as well proportionally?

TABLE 1—*Earliest dates, and range of dates, for safe spring planting of vegetables in the open*

(Average dates of last spring frost shown in Figures 1 and 2)

Crop	Planting dates for localities in which average date of last freeze is—						
	Jan. 30	Feb. 8	Feb. 18	Feb. 28	Mar. 10	Mar. 20	Mar. 30
Asparagus ¹	Feb. 1-Apr. 15	Feb. 10-May 1	Mar. 1-May 1	Mar. 15-June 1	Jan. 1-Mar. 1	Feb. 1-Mar. 10	Feb. 15-Mar. 20.
Beans, lima	Feb. 1-Apr. 1	Feb. 1-May 1	do	Mar. 10-May 15	Mar. 20-June 1	Apr. 1-June 15	Apr. 1-June 20.
Beans, snap	Jan. 1-Mar. 15	Jan. 10-Mar. 15	Jan. 20-Apr. 1	Feb. 1-Apr. 15	Feb. 15-June 1	Mar. 1-May 25	Apr. 1-June 1.
Beet	Jan. 1-30	Jan. 1-30	Jan. 10-Feb. 15	Feb. 1-Mar. 1	Feb. 15-Mar. 15	Feb. 15-May 15	Mar. 1-June 1.
Broccoli, sprouting ²	do	do	do	do	do	do	Mar. 1-20.
Brussels sprouts ¹	Jan. 1-15	Jan. 1-Feb. 10	Jan. 1-Feb. 25	Jan. 15-Feb. 25	Jan. 25-Mar. 1	do	Do.
Cabbage ¹	(²)	(²)	(²)	(²)	(²)	(²)	Feb. 15-Mar. 10
Cabbage, Chinese	Jan. 1-Mar. 1	Jan. 1-Mar. 1	Jan. 15-Mar. 1	Feb. 1-Mar. 1	Feb. 10-Mar. 15	Feb. 15-Mar. 20	Mar. 1-Apr. 10.
Carrot	Jan. 1-Feb. 1	Jan. 1-Feb. 1	Jan. 10-Feb. 10	Jan. 20-Feb. 20	Feb. 1-Mar. 1	Feb. 10-Mar. 10	Feb. 20-Mar. 20.
Cauliflower ¹	do	Jan. 10-Feb. 10	Jan. 20-Feb. 20	Feb. 1-Mar. 1	Feb. 15-May 15	Mar. 1-Apr. 1	Mar. 15-Apr. 15.
Celery and celeriac	Jan. 1-Apr. 1	Jan. 10-Apr. 1	Jan. 20-Apr. 15	Feb. 1-May 1	Feb. 15-May 15	Feb. 20-May 15	Mar. 1-May 25.
Chard	Jan. 1-Feb. 1	Jan. 1-Feb. 1	Jan. 1-Feb. 1	Jan. 15-Feb. 15	Feb. 1-Mar. 1	Feb. 10-Mar. 10	Feb. 15-Mar. 15.
Chervil and chives	do	do	do	do	do	do	do
Chicory, without	Jan. 1-Feb. 15	Jan. 1-Feb. 15	Jan. 1-Mar. 15	Jan. 15-Mar. 15	Feb. 1-Apr. 1	June 1-July 1	June 1-July 1.
Collards ¹	do	do	do	do	do	do	do
Corn salad	Feb. 1-Mar. 15	Feb. 10-Apr. 1	Feb. 20-Apr. 15	Jan. 1-Mar. 1	Jan. 1-Mar. 15	Jan. 15-May 1	Jan. 1-June 1.
Corn, sweet	Jan. 1-Feb. 1	Jan. 1-Feb. 15	Jan. 15-Feb. 15	Feb. 1-Mar. 1	Mar. 10-Apr. 15	Mar. 15-May 1	Mar. 25-May 15.
Cress, upland	Feb. 15-Mar. 15	Feb. 15-Apr. 1	Jan. 15-Feb. 15	Mar. 1-Apr. 15	Mar. 10-Apr. 15	Apr. 1-May 1	Mar. 1-Apr. 1.
Cucumber	Jan. 1-Feb. 1	Jan. 1-Feb. 15	Jan. 15-Feb. 15	Feb. 1-Mar. 1	Mar. 15-Apr. 15	Apr. 1-May 1	Apr. 10-May 15.
Dandelion	Feb. 1-Mar. 1	Feb. 10-Mar. 15	Feb. 20-Apr. 1	Mar. 10-Apr. 15	Feb. 1-Mar. 1	Feb. 10-Mar. 10	Feb. 20-Mar. 20.
Eggplant ¹	Jan. 1-Mar. 1	Jan. 1-Mar. 1	Jan. 15-Mar. 1	Feb. 1-Mar. 1	Feb. 15-Mar. 15	Mar. 1-Apr. 1	Apr. 15-May 15.
Endive	do	do	do	do	do	do	Mar. 10-Apr. 10.
Fennel, Florence	(²)	(²)	(²)	(²)	(²)	(²)	Do.
Garlic	Jan. 1-Feb. 1	Jan. 10-Feb. 1	Jan. 20-Feb. 10	Feb. 1-20	Feb. 10-Mar. 1	Feb. 1-Mar. 1	Feb. 10-Mar. 10.
Horse-radish ¹	do	do	do	do	do	do	Mar. 1-Apr. 1.
Kale	do	do	do	do	do	do	Mar. 1-20.
Kohlrabi	do	Jan. 1-Feb. 1	Jan. 1-Feb. 15	Jan. 15-Feb. 15	Jan. 25-Mar. 1	Feb. 1-Mar. 1	Mar. 1-Apr. 1.
Leek	do	do	do	do	do	do	Feb. 15-Mar. 15.
Lettuce, head ¹	do	do	do	do	do	do	Mar. 1-20.
Lettuce, leaf	Feb. 15-Mar. 15	Feb. 15-Apr. 1	Jan. 1-Feb. 1	Jan. 1-Mar. 15	Jan. 15-Apr. 1	Feb. 15-Mar. 10	Feb. 15-Apr. 15.
Muskmelon	Jan. 1-Mar. 1	Jan. 1-Mar. 1	Feb. 15-Apr. 15	Feb. 1-Mar. 1	Mar. 15-Apr. 15	Apr. 1-May 1	Apr. 10-May 15.
Mustard	Feb. 15-Apr. 1	Feb. 15-Apr. 15	do	Feb. 10-June 1	Mar. 20-June 1	Apr. 1-June 15	Mar. 1-Apr. 15.
Okra	Jan. 1-15	Jan. 1-15	Jan. 1-15	Jan. 1-Feb. 1	Jan. 15-Feb. 15	Feb. 10-Mar. 10	Apr. 10-June 15.
Onion ¹	do	do	do	do	do	do	Feb. 15-Mar. 15.
Onion, seed	do	do	do	do	do	do	Feb. 20-Mar. 15.
Onion, sets	do	do	do	do	do	do	Feb. 15-Mar. 20.
Parsley	Jan. 1-30	Jan. 1-30	Jan. 1-30	Jan. 15-Mar. 1	Feb. 1-Mar. 10	Feb. 15-Mar. 15	Mar. 1-Apr. 1.
Parsnip	do	do	do	do	do	do	Do.
Peas, garden	Jan. 1-Feb. 15	Jan. 1-Feb. 15	Jan. 1-Feb. 1	Jan. 15-Mar. 1	Jan. 15-Mar. 1	Feb. 1-Mar. 15	Feb. 10-Mar. 20.
Peas, black-eye	Feb. 15-May 1	Feb. 15-May 15	Mar. 1-June 15	Mar. 15-Mar. 20	Mar. 15-July 1	Apr. 1-July 1	Apr. 15-July 1.
Pepper ¹	Jan. 1-Feb. 15	Jan. 1-Feb. 15	Mar. 1-May 1	Mar. 15-May 1	Apr. 1-June 1	Apr. 10-June 1	Apr. 15-June 1.
Potato	Jan. 1-Apr. 1	Jan. 1-Apr. 1	Jan. 15-Mar. 1	Jan. 15-Mar. 1	Feb. 1-Mar. 1	Feb. 10-Mar. 15	Feb. 20-Mar. 20.
Radish	do	do	do	do	do	do	Feb. 15-May 1.

Rhubarb ¹	Jan. 1-Feb. 1	Jan. 10-Feb. 10	Jan. 15-Feb. 20	Jan. 1-Feb. 1	Jan. 15-Feb. 15	Jan. 15-Mar. 1	Feb. 1-Mar. 1.
Putabaga	do	Jan. 1-Feb. 10	Jan. 1-Feb. 20	Jan. 15-Mar. 1	Feb. 1-Mar. 1	Feb. 15-Mar. 1	Mar. 1-15.
Salsify	Jan. 1-Mar. 1	Jan. 1-Mar. 1	Jan. 15-Mar. 1	Feb. 1-Mar. 10	Jan. 15-Mar. 15	Feb. 10-Mar. 20	Feb. 15-Mar. 15.
Shallot	Mar. 1-June 30	Mar. 1-June 30	Mar. 10-June 30	Mar. 20-June 30	Apr. 10-June 30	Apr. 10-June 30	Feb. 20-Apr. 1.
Soybean	Jan. 1-Feb. 15	Jan. 1-Feb. 15	Jan. 1-Mar. 1	Jan. 15-Mar. 1	Jan. 15-Mar. 15	Apr. 15-Mar. 15	Feb. 20-Apr. 1.
Spinach	Feb. 1-Apr. 15	Feb. 15-Apr. 15	Mar. 1-Apr. 15	Mar. 15-May 15	Mar. 20-May 15	Apr. 1-May 15	Apr. 20-June 30.
Spinach, New Zealand	do	do	do	do	Mar. 15-May 1	do	Feb. 1-Mar. 20.
Squash, summer	Feb. 15-May 15	Mar. 1-May 15	Mar. 20-June 1	Mar. 20-June 1	Mar. 15-May 1	Apr. 10-June 1	Apr. 10-June 1.
Sweetpotato	Feb. 1-Apr. 1	Feb. 20-Apr. 10	Mar. 1-Apr. 20	Mar. 10-May 1	Apr. 1-June 1	Apr. 1-May 20	Apr. 10-June 1.
Tomato	Jan. 1-Mar. 1	Jan. 1-Mar. 1	Jan. 10-Mar. 1	Jan. 20-Mar. 1	Feb. 1-Mar. 1	Feb. 10-Mar. 10	Feb. 20-Mar. 20.
Turnip	Feb. 15-Mar. 15	Feb. 15-Apr. 1	Feb. 15-Apr. 15	Mar. 1-Apr. 15	Mar. 15-Apr. 15	Apr. 1-May 1	Apr. 10-May 15.
Watermelon							

* Generally fall-planted (Table 2).

Crop	Apr. 10	Apr. 20	Apr. 30	May 10	May 20	May 30	June 10
Asparagus ¹	Mar. 10-Apr. 10	Mar. 15-Apr. 15	Mar. 20-Apr. 15	Apr. 10-Apr. 30	Apr. 20-May 15	May 1-June 1	May 15-June 1.
Beans, lima	Apr. 1-June 30	May 1-June 20	May 15-June 15	May 25-June 15	May 15-June 30	May 25-June 15	May 15-June 15.
Beans, snap	Apr. 10-June 30	Apr. 25-June 30	May 10-June 30	May 10-June 30	Apr. 25-June 15	May 1-June 15	May 20-June 10.
Beet	Mar. 10-June 1	Mar. 20-June 1	Apr. 1-June 15	Apr. 15-June 15	May 1-June 15	do	Do.
Broccoli, sprouting ¹	Mar. 15-Apr. 15	Mar. 25-Apr. 20	Apr. 1-May 1	Apr. 15-June 1	do	May 10-June 15	May 20-June 1.
Brussels sprouts ¹	do	do	do	do	do	do	Do.
Cabbage ¹	Mar. 1-Apr. 1	Mar. 10-Apr. 1	Mar. 15-Apr. 10	Apr. 1-May 15	do	May 10-June 15	May 20-June 1.
Cabbage, Chinese	(⁴)	(⁴)	(⁴)	do	do	do	Do.
Carrot	Mar. 10-Apr. 20	Apr. 1-May 15	Apr. 10-June 1	Apr. 20-June 15	May 1-June 1	May 10-June 1	June 1-June 15.
Cauliflower ¹	Mar. 1-Mar. 20	Mar. 15-Apr. 20	Apr. 10-May 10	Apr. 15-May 15	May 10-June 15	May 20-June 1	Do.
Celery and celeriac	Apr. 1-Apr. 20	Apr. 1-May 1	Apr. 15-May 1	Apr. 20-June 15	do	do	Do.
Chard	Mar. 15-June 15	Apr. 1-June 15	Apr. 15-June 15	do	do	do	Do.
Chervil and chives	Mar. 1-Apr. 1	Mar. 10-Apr. 10	Mar. 20-Apr. 20	Apr. 1-May 1	Apr. 15-May 15	May 1-June 1	May 15-June 1.
Chicory, witloof	June 10-July 1	June 15-July 1	June 15-July 1	June 1-May 1	June 1-15	June 1-15	June 1-15
Collards ¹	Mar. 1-June 1	Mar. 10-June 1	Mar. 1-June 1	Apr. 1-June 1	Apr. 15-June 1	May 1-June 1	May 15-June 1.
Corn salad	Feb. 1-Apr. 1	Feb. 15-Apr. 15	Mar. 1-May 1	Apr. 1-June 1	Apr. 15-June 1	May 1-June 1	May 15-June 1.
Corn, sweet	Apr. 10-June 1	Apr. 25-June 15	Mar. 10-June 15	Apr. 10-June 1	Apr. 15-June 1	May 1-June 15	June 1-15
Cress, upland	Mar. 10-Apr. 15	Mar. 20-May 1	Apr. 10-May 15	Apr. 20-May 20	May 1-June 1	May 10-June 15	May 20-June 1.
Cucumber	Apr. 20-June 1	May 1-June 15	May 15-June 15	Apr. 1-June 1	Apr. 15-June 1	May 1-June 15	May 15-June 15.
Dandelion	Mar. 1-Apr. 1	Mar. 10-Apr. 10	Mar. 20-Apr. 20	Apr. 1-May 1	Apr. 15-May 15	May 1-June 1	May 15-June 15.
Eggplant ¹	May 1-June 1	May 10-June 1	May 15-June 10	May 20-June 15	June 1-15	May 1-30	May 1-30.
Endive	Mar. 15-Apr. 15	Mar. 25-Apr. 15	Apr. 1-May 1	Apr. 15-May 15	May 1-30	May 1-30	May 15-June 1.
Fennel, Florence	do	do	do	do	do	do	Do.
Garlic	Feb. 20-Mar. 20	Mar. 10-Apr. 1	Mar. 15-Apr. 15	Apr. 1-May 1	Apr. 15-May 15	do	Do.
Horse-radish ¹	Mar. 10-Apr. 10	Mar. 20-Apr. 20	Apr. 1-30	Apr. 15-May 15	Apr. 20-May 20	do	Do.
Kale	Mar. 20-Apr. 10	Mar. 20-Apr. 10	Apr. 1-30	Apr. 10-May 1	Apr. 20-May 10	do	Do.
Kohlrabi	Mar. 10-Apr. 1	Mar. 20-May 1	Apr. 1-May 10	Apr. 10-May 15	Apr. 20-May 20	do	Do.

TABLE 1—*Earliest dates, and range of dates, for safe spring planting of vegetables in the open—Continued*
 [Average dates of last spring frost shown in Figures 1 and 2.]

Crop	Planting dates for localities in which average date of last freeze is—					
	Apr. 10	Apr. 20	Apr. 30	May 10	May 20	May 30
Leek	Mar. 1-Apr. 1	Mar. 15-Apr. 15	Apr. 1-May 1	Apr. 15-May 15	May 1-May 20	May 1-15
Lettuce, head ¹	Mar. 10-Apr. 1	Mar. 20-May 15	Apr. 1-June 1	Apr. 15-June 15	May 1-June 30	May 1-15
Lettuce, leaf	Mar. 15-May 15	May 1-June 15	May 15-June 15	June 1-June 15	do	Do.
Muskmelon	Apr. 20-June 1	May 1-June 1	Apr. 1-May 1	Apr. 15-June 1	May 1-June 30	Do.
Mustard	Mar. 10-Apr. 20	Mar. 20-May 1	Apr. 1-May 1	Apr. 15-June 1	May 1-June 30	Do.
Okra	Apr. 20-June 15	May 1-June 1	Apr. 1-May 1	Apr. 15-June 1	May 1-June 30	Do.
Onion ¹	Mar. 1-Apr. 1	Mar. 15-Apr. 10	Apr. 1-May 1	Apr. 15-May 1	May 1-June 30	Do.
Onion, seed	do	Mar. 10-Apr. 1	Mar. 15-Apr. 15	Apr. 1-May 1	May 1-June 30	Do.
Onion, sets	do	Mar. 10-Apr. 1	Mar. 15-Apr. 10	Apr. 1-May 1	May 1-June 30	Do.
Parsley	Mar. 10-Apr. 10	Mar. 20-Apr. 20	Apr. 1-May 1	Apr. 15-May 15	May 1-June 30	Do.
Parsnip	do	do	do	do	do	Do.
Peas, garden	Feb. 20-Mar. 20	Mar. 10-Apr. 10	Mar. 20-May 1	Apr. 1-May 15	Apr. 15-June 1	May 10-June 15
Peas, black-eye	May 1-July 1	May 10-June 15	May 15-June 1	May 20-June 10	May 25-June 15	May 1-June 15
Pepper ¹	May 1-June 1	May 10-June 1	May 15-June 10	May 20-June 10	May 25-June 15	May 1-June 15
Potato	Mar. 10-Apr. 1	Mar. 15-Apr. 10	Mar. 20-May 10	Apr. 1-June 1	Apr. 15-June 15	May 1-June 15
Radish	Mar. 1-May 1	Mar. 10-May 10	do	do	do	Do.
Rhubarb ¹	Mar. 1-Apr. 1	Mar. 10-Apr. 10	Mar. 20-Apr. 15	Apr. 1-May 1	Apr. 15-May 10	May 1-June 15
Rutabaga	Mar. 10-Apr. 15	Mar. 20-May 1	May 1-June 1	Apr. 1-May 1	Apr. 15-May 10	May 1-June 15
Salsify	Mar. 1-Apr. 1	Mar. 15-Apr. 15	Apr. 1-May 15	Apr. 15-June 1	May 1-June 1	May 1-June 15
Shallot	Mar. 1-Apr. 15	Mar. 15-May 1	Apr. 1-May 1	Apr. 15-June 1	May 1-June 1	May 1-June 15
Sorrel	May 1-June 30	May 10-June 20	Apr. 1-May 15	Apr. 15-June 1	May 1-June 1	May 1-June 15
Soybean	Feb. 15-Apr. 1	Mar. 1-Apr. 15	May 15-June 15	May 25-June 10	Apr. 1-June 15	May 1-June 15
Spinach	Apr. 20-June 1	May 1-June 15	May 1-June 15	May 10-June 15	May 20-June 15	May 1-June 15
Zealand	do	do	May 1-30	May 10-June 10	do	June 10-20
Squash, summer	May 1-June 1	May 10-June 10	May 20-June 10	May 15-June 10	May 25-June 15	June 10-20
Sweetpotato	Apr. 20-June 1	May 5-June 10	May 10-June 15	May 15-June 10	June 5-20	June 15-30
Tomato	Mar. 1-Apr. 1	Mar. 10-Apr. 1	Mar. 20-May 1	Apr. 1-June 1	Apr. 15-June 1	May 1-June 15
Turnip	Apr. 20-June 1	May 1-June 15	May 15-June 15	June 1-June 15	June 15-July 1	May 1-June 15
Watermelon						

¹ Plants. ² Generally fall-planted (Table 2).

TABLE 2—Latest dates, and range of dates, for safe fall planting of vegetables in the open

[Average dates of first fall frost shown in Figures 3 and 4]

Crop	Planting dates for localities in which average dates of first freeze is—				
	Aug. 30	Sept. 10	Sept. 20	Sept. 30	Oct. 10
Asparagus ¹					Oct. 20
Beans, lima					Nov. 1-Dec. 15.
Beans, snap					June 15-30.
Beet	May 15-June 15	May 15-June 15	June 1-July 1	June 1-15	July 1-Aug. 1.
Brussels sprouts	do	do	do	do	July 1-Aug. 5.
Cabbage ¹	do	do	do	do	July 1-Aug. 1.
Cabbage, Chinese	May 15-June 15	May 15-June 15	June 1-July 1	June 1-July 10	Do.
Carrot	do	do	do	do	July 1-30.
Cauliflower ¹	May 1-June 1	May 1-July 1	May 1-July 1	June 1-July 15	July 15-Aug. 15.
Celery ¹ and celeriac	do	do	do	do	June 15-Aug. 1.
Chard	May 15-June 15	May 15-June 15	May 15-July 1	June 1-July 15	July 1-Aug. 5.
Chervil and chives	May 10-June 10	May 1-June 15	May 15-June 15	do	June 1-Aug. 1.
Chicory, witloof	May 15-June 15	May 15-June 15	do	do	Do.
Collards ¹	do	do	do	do	(^a)
Corn salad	do	do	do	do	(^a)
Corn, sweet					June 15-July 15.
Cress, upland	May 15-June 15	May 15-July 1	June 1-Aug. 1	June 15-July 15	July 15-Aug. 15.
Cucumber			June 1-July 1	June 15-Sept. 1	Sept. 1-Oct. 15.
Dandelion	June 1-15	June 1-July 1	June 15-Aug. 1	July 1-Aug. 1	Sept. 1-Oct. 15.
Eggplant ¹			June 1-15	June 15-Sept. 1	Sept. 1-Oct. 15.
Endive	June 1-July 1	June 1-July 1	June 1-July 1	June 1-Aug. 1	Aug. 1-Sept. 15.
Fennel, Florence	May 15-June 15	June 1-July 1	June 15-July 15	May 20-June 10	Aug. 1-Sept. 1.
Garlic	(^a)	(^a)	(^a)	June 15-Aug. 1	July 15-Sept. 1.
Horse-radish ¹	May 15-June 15	June 1-July 1	June 15-July 15	June 1-July 1	June 15-Aug. 1.
Kale	do	do	do	do	(^a)
Kohlrabi	May 1-June 1	June 1-July 1	June 15-July 15	July 1-Aug. 1	July 15-Aug. 15.
Leek	May 15-July 1	May 1-June 1	June 1-July 15	do	Do.
Lettuce, head ¹	May 15-July 15	May 1-June 1	June 1-Aug. 1	June 15-Aug. 1	(^a)
Lettuce, leaf	May 15-July 15	May 15-July 1	June 1-Aug. 1	June 1-Aug. 1	Aug. 1-30.
Muskmelon	May 15-July 15	May 15-July 1	June 1-Aug. 1	May 15-June 1	July 15-Sept. 1.
Mustard	May 15-July 15	May 15-July 1	June 1-Aug. 1	June 15-Aug. 1	Aug. 1-Sept. 1.
Okra	May 1-June 10	May 1-June 10	June 1-20	June 1-July 1	June 1-Aug. 1.
Onion ¹	May 1-June 1	May 1-June 10	(^a)	(^a)	(^a)
Onion, seed	do	do	(^a)	(^a)	(^a)
Onion, sets	May 15-June 15	May 1-June 15	June 1-July 1	June 15-Aug. 1	July 15-Aug. 15.
Parsley	May 15-June 1	May 15-June 1	May 15-June 15	June 1-July 1	(^a)
Parsnip	May 10-June 15	May 1-July 1	June 1-July 15	June 1-Aug. 1	(^a)
Peas, garden					June 1-July 1.
Peas, black-eye					June 1-July 10.
Pepper ¹					June 15-July 15.
Potato	May 15-June 1	May 1-June 15	June 1-June 20	May 1-June 15	

TABLE 2—*Latest dates, and range of dates, for safe fall planting of vegetables in the open—Continued*
 [Average dates for first fall frost shown in Figures 3 and 4]

Crop	Planting dates for localities in which average date of first freeze is—					
	Aug. 30	Sept. 10	Sept. 20	Sept. 30	Oct. 10	Oct. 20
Radish	May 1—July 15	May 1—Aug. 1	June 1—Aug. 15	July 1—Sept. 1	July 15—Sept. 15	Aug. 1—Oct. 1
Rhubarb ¹	Sept. 1—Oct. 1	Sept. 15—Oct. 15	Sept. 15—Nov. 1	Oct. 1—Nov. 1	Oct. 15—Nov. 15	Oct. 15—Dec. 1
Rutabaga	May 15—June 15	May 1—June 15	June 1—July 1	June 1—July 1	June 15—July 15	July 10—20
Salad ¹	May 15—June 1	May 10—June 10	May 20—June 20	June 1—20	June 1—July 1	June 1—July 1
Shallot	(²)	(²)	(²)	(²)	(²)	(²)
Sorrel	May 15—June 15	May 1—June 15	June 1—July 1	June 1—July 15	July 1—Aug. 1	July 15—Aug. 15
Soybean				May 25—June 10	June 1—25	June 1—July 5
Spinach	May 15—July 1	June 1—July 15	June 1—Aug. 1	July 1—Aug. 15	Aug. 1—Sept. 1	Aug. 20—Sept. 10
Spinach, New Zealand				May 15—July 1	June 1—July 15	June 1—Aug. 1
Squash, summer	June 10—20	June 1—20	May 15—July 1	June 1—July 1	do	June 1—July 20
Squash, winter			May 20—June 10	June 1—15	June 1—July 1	June 1—July 1
Sweetpotato				June 1—15	May 30—June 10	June 1—15
Tomato	June 20—30	June 10—20	June 1—20	June 1—20	June 1—20	June 1—July 1
Turnip	May 15—June 15	June 1—July 1	June 1—July 15	June 1—Aug. 1	July 1—Aug. 1	July 15—Aug. 15
Watermelon			May 1—June 15	May 15—June 1	June 1—15	June 15—July 20

Crop	Oct. 30	Nov. 10	Nov. 20	Nov. 30	Dec. 10	Dec. 20
Asparagus ¹	Nov. 15—Jan. 1	Dec. 1—Jan. 1	July 15—Sept. 1	Aug. 1—Sept. 15	Sept. 1—30	Sept. 1—Oct. 1
Beans, lima	July 1—Aug. 1	July 1—Aug. 15	July 1—Sept. 10	Aug. 15—Sept. 20	do	Sept. 1—Nov. 1
Beans, snap	July 1—Aug. 15	Aug. 1—Sept. 1	Sept. 1—Dec. 1	Sept. 1—Dec. 15	Sept. 1—Dec. 31	Sept. 1—Dec. 31
Beet	Aug. 1—Sept. 1	Aug. 1—Oct. 1	Aug. 1—Sept. 15	Aug. 1—Oct. 1	Aug. 1—Nov. 1	Do.
Broccoli, sprouting	do	do	do	do	do	Do.
Brussels sprouts	Aug. 1—Sept. 1	Sept. 1—15	Sept. 1—Dec. 1	Sept. 1—Dec. 31	Sept. 1—Dec. 31	Sept. 1—Dec. 1
Cabbage ¹	Aug. 1—Sept. 15	Aug. 15—Oct. 1	Sept. 1—Oct. 15	Sept. 1—Nov. 1	Sept. 15—Nov. 15	Sept. 15—Dec. 1
Cabbage, Chinese	July 1—Aug. 15	Aug. 1—Sept. 1	Sept. 1—Nov. 1	Sept. 15—Dec. 1	Sept. 1—Oct. 20	Sept. 15—Nov. 1
Carrot	July 15—Aug. 15	do	Aug. 1—Sept. 15	Aug. 15—Oct. 10	Sept. 1—Dec. 31	Oct. 1—Dec. 31
Cauliflower ¹	June 15—Aug. 15	July 1—Aug. 15	July 15—Sept. 1	Aug. 1—Dec. 1	Sept. 1—Dec. 31	Oct. 1—Dec. 31
Celery ¹ and celeriac	June 1—Sept. 10	June 1—Sept. 15	June 1—Oct. 1	June 1—Nov. 1	June 1—Dec. 31	June 1—Dec. 31
Chard	(²)	(²)	Nov. 1—Dec. 31	Nov. 1—Dec. 31	Nov. 1—Dec. 31	Nov. 1—Dec. 31
Chicory and chives			July 20—Sept. 1	Aug. 15—Sept. 30	Aug. 15—Oct. 15	Aug. 15—Oct. 15
Chicory, witloof						

¹ Plants.

² Generally spring-planted (Table 1).

Collards ¹	Aug. 1-Sept. 15	Aug. 15-Oct. 1	Aug. 25-Nov. 1	Sept. 1-Dec. 1	Sept. 1-Dec. 31	Sept. 1-Dec. 31.
Cornsalad	Sept. 15-Nov. 1	Oct. 1-Dec. 1	Oct. 1-Dec. 1	Oct. 1-Dec. 31	Oct. 1-Dec. 31	Oct. 1-Dec. 31.
Corn, sweet	Sept. 1-Aug. 1	June 1-Aug. 15	June 1-Dec. 1	Oct. 1-Dec. 31	Do.	Aug. 15-Oct. 1
Cress, upland	Sept. 15-Nov. 1	Oct. 1-Dec. 1	Oct. 1-Dec. 1	Aug. 15-Oct. 1	Aug. 15-Oct. 1	Oct. 1-Dec. 31.
Cucumber	June 1-Aug. 1	Sept. 1-Oct. 15	June 1-Aug. 15	Sept. 15-Dec. 15	Sept. 15-Dec. 15	Aug. 1-Sept. 30.
Dandelion	June 1-Oct. 1	Sept. 1-Oct. 1	June 1-Nov. 1	Sept. 1-Sept. 1	Aug. 1-Sept. 30	Sept. 1-Sept. 31.
Eggplant ¹	June 1-July 1	Aug. 1-July 15	June 1-Aug. 1	Sept. 1-Nov. 15	Sept. 1-Dec. 1	Sept. 1-Dec. 1.
Endive	July 15-Aug. 15	Aug. 1-Sept. 1	Sept. 1-Oct. 1	do	Sept. 1-Dec. 1	Sept. 15-Nov. 15.
Fennel, Florence	July 1-Aug. 1	July 15-Aug. 15	Aug. 15-Oct. 1	do	Sept. 1-Dec. 1	Sept. 15-Nov. 15.
Garlic ¹	(²)	(²)	(²)	(²)	(²)	(²)
Horse-radish ¹	July 15-Sept. 1	Aug. 1-Sept. 15	Aug. 15-Oct. 15	Sept. 1-Dec. 1	Sept. 1-Dec. 31	Sept. 1-Dec. 31.
Kale	Aug. 1-Sept. 1	Aug. 15-Sept. 15	Sept. 1-Oct. 15	do	Sept. 15-Dec. 31	Do.
Kohlrabi	(²)	(²)	do	Sept. 1-Nov. 1	Sept. 15-Dec. 31	Sept. 15-Nov. 1.
Letk	Aug. 1-Sept. 15	Aug. 15-Oct. 15	do	Sept. 1-Dec. 1	do	Do.
Lettuce, head ¹	Aug. 15-Oct. 1	Aug. 25-Oct. 1	Sept. 1-Nov. 1	Sept. 1-Dec. 1	Sept. 15-Dec. 31	Sept. 15-Dec. 31.
Lettuce, leaf	July 1-July 15	July 15-July 30	do	do	do	Do.
Muskmelon	Aug. 15-Oct. 15	Aug. 15-Nov. 1	do	do	do	Do.
Mustard	June 1-Aug. 10	Sept. 1-Oct. 15	do	do	do	Do.
Okra						
Onion ¹	Aug. 1-Sept. 15	Oct. 1-Dec. 1	Sept. 1-Dec. 1	Sept. 1-Dec. 1	Sept. 1-Dec. 1	Sept. 15-Dec. 1.
Onion, seed	(²)	(²)	(²)	(²)	(²)	(²)
Onion, sets	Aug. 1-Sept. 15	Sept. 1-Nov. 15	Oct. 1-Dec. 1	Sept. 1-Dec. 1	Sept. 1-Dec. 1	Sept. 15-Dec. 1.
Farsley	Aug. 1-Sept. 15	Sept. 1-Nov. 1	Oct. 1-Dec. 1	Oct. 1-Dec. 31	Oct. 1-Dec. 31	Oct. 1-Dec. 31.
Peas, garden	June 1-Aug. 1	June 15-Aug. 15	June 1-Sept. 10	June 1-Sept. 20	Aug. 1-Oct. 1	Aug. 1-Oct. 1.
Peas, black-eye	June 1-July 20	June 1-Aug. 1	Oct. 1-Dec. 1	Nov. 1-Dec. 31	Oct. 1-Dec. 31	Oct. 1-Dec. 31.
Pepper ¹	July 20-Aug. 10	July 25-Aug. 20	Aug. 10-Sept. 15	Sept. 1-Dec. 31	Sept. 1-Dec. 31	Nov. 1-Dec. 31.
Potato	Aug. 15-Oct. 15	Sept. 1-Nov. 15	Sept. 1-Dec. 1	Sept. 1-Dec. 31	Sept. 1-Dec. 31	Sept. 1-Dec. 1.
Radish	Nov. 1-Dec. 1	July 15-Aug. 15	Aug. 1-Sept. 1	Sept. 1-Nov. 15	Oct. 1-Dec. 31	Sept. 1-Dec. 1.
Rhubarb ¹	Nov. 1-Dec. 1	July 15-Aug. 15	Aug. 1-Sept. 1	Sept. 1-Nov. 15	Oct. 1-Dec. 31	Aug. 15-Oct. 1.
Rutabaga	July 15-Aug. 1	June 15-July 20	Aug. 15-Oct. 1	Aug. 15-Sept. 30	Oct. 1-Nov. 15	Oct. 15-Nov. 15.
Salsify	June 1-July 10	Aug. 1-Oct. 1	Aug. 15-Oct. 1	Aug. 15-Oct. 15	Sept. 15-Nov. 1	Sept. 15-Oct. 31.
Shallots	Aug. 1-Sept. 15	Aug. 15-Oct. 1	Aug. 15-Oct. 15	Sept. 1-Dec. 15	Sept. 1-Dec. 31	Sept. 1-Dec. 31.
Sorrel	June 1-July 15	June 1-July 25	June 1-Aug. 15	June 1-Nov. 30	June 1-July 30	June 1-July 30.
Soybean	Sept. 1-Oct. 1	Sept. 15-Nov. 1	Oct. 1-Dec. 1	Oct. 1-Dec. 31	Oct. 1-Dec. 31	Oct. 1-Dec. 31.
Spinach	June 1-Aug. 1	June 1-Aug. 15	June 1-Aug. 15	June 1-Sept. 1	June 1-Sept. 15	June 1-Oct. 1.
Spinach, New Zealand	do	June 1-Aug. 10	June 1-Aug. 20	June 1-Sept. 1	June 1-Sept. 15	Aug. 1-Sept. 1.
Squash, summer	June 10-July 10	June 20-July 20	July 1-Aug. 1	July 15-Aug. 15	Aug. 1-Sept. 1	June 1-July 1.
Squash, winter	June 1-15	June 1-July 1	June 1-Aug. 1	June 15-Aug. 15	Aug. 1-Sept. 1	Sept. 1-Nov. 1.
Sweetpotato	June 1-15	June 1-July 1	June 1-Aug. 1	Aug. 1-Sept. 1	Aug. 1-Sept. 1	Sept. 1-Nov. 1.
Tomato	Aug. 1-Sept. 15	Sept. 1-Oct. 15	Sept. 1-Nov. 15	Sept. 1-Nov. 15	Oct. 1-Dec. 1	Oct. 1-Dec. 31.
Turnip	July 1-15	July 15-30	do	do	do	Do.
Watermelon						

² Generally spring-planted (Table 1).¹ Plants.

WORK, PROFIT, TROUBLE, COURAGE, PROFIT

Prize money as well as sales profits were banked by Nadine Thompson, 1041 Carr Street, Denver, Colorado, who reports a 4-H garden project as follows:

"'Tomatoes and You,' a demonstration on the growing of tomatoes, was given by James Rodgers and myself in the local 4-H contest, which we won. By winning the district contest we were given a six-day all expense trip to 4-H Camp Tobin at the State Fair. This demonstration represented Colorado at the National Junior Vegetable Growers Association demonstration contest in Washington, D.C., December 1949. Besides the free trip I received a \$10.00 State Scholarship.

"My entry in the National Junior Vegetable Growers Association's vegetable production and marketing scholarship contest brought me the \$200.00 Western Regional Award and an all expense trip by air to the National meeting in New Orleans in December 1950. This year my folks purchased a 16 acre farm and I used 1.8 acres of this land for a garden. I grew 1.5 acres of sweet corn and used seven varieties. Five of these were experimental as the hybrid corn companies producing them have not marketed the seed commercially. I also grew 9 varieties of tomatoes, 7 of potatoes, 7 of beans and 6 of squash. A total of 80 varieties of vegetables were grown, as I wanted to compete in three Fairs between August 10 and September 8.

"I bought \$28.00 worth of potted tomatoes, celery, cucumbers, cabbage, broccoli, muskmelon and watermelon plants in order to hasten the maturity dates of these vegetables. A hail killed the melons and cucumbers. It caused the celery to go to seed and made spikes out of the tomato plants. After this there were no early maturity dates on these expensive plants. The rest of the crop was severely damaged. A bumper crop of protected pheasants moved into my corn and cleaned out several areas. As a result of these setbacks I had to replant corn, cucumbers, squash, muskmelon, watermelon and tomatoes. Other vegetables were late in maturing and the yield was reduced.

"At the three Fairs I exhibited 43 kinds of vegetables and won 65 ribbons and \$41.65 in cash awards. I was County Grand Champion in both Garden and Foods. At the State Fair I placed third in Garden and became the State Food Champion.

"My garden record for 3 years is as follows:

YEAR	RIBBONS	PRIZE MONEY	TOTAL INCOME	TOTAL PROFIT
1949	12	\$ 14.95	\$ 71.62	\$ 33.29
1950	31	211.50	388.73	297.62
1951	65	41.65	733.90	322.10
TOTALS	108	\$268.10	\$1194.25	\$653.01

"My garden projects have been enjoyable, educational and profitable."

Youngsters and older folk too are making a few hundred dollars' profit annually with their part-time gardening projects. They prove that many garden crops are profitable on an acre or less and those who have five to ten acres and devote more time to garden gain the larger profits by concentrating on a few cash crops that are easy to raise.

Included among the easy-to-grow-for-profit vegetables are these:

Asparagus	Green peas	Potatoes
Beans	Horse-radish	Pumpkins
Beets	Jerusalem Artichokes	Radishes
Broccoli	Kale	Rhubarb
Cabbage	Lettuce	Spinach
Carrots	Okra	Sweet corn
Cauliflower	Onions	Tomatoes
Celery	Mushrooms	Turnips
Chard	Muskmelons	Winter squash
Cucumbers	Parsley	
Endive	Parsnips	

Any person with ordinary intelligence and vigor and the available soil can profit from any one of these vegetables. The wise gardener will study his soil and area and pick out a combination of crops for development, depending on the type of land, acreage available, and the time to be devoted to the project. Some single crops and also combinations of five or more of these vegetables can reasonably be expected to bring in a profit of from \$300 to \$1000 per acre per season.

ASPARAGUS FOR THE FARSIGHTED

A half acre and your labor can bring you a profit of \$400 to \$500 from asparagus. You can double that profit with a full acre. But this

crop is not for you unless you are patient enough to prepare the soil carefully and wait two years for a small crop and three years for the first full crop. Your patience will be rewarded greatly, however, for *once your asparagus is well established it will go on bearing crops and profits for as long as twenty to twenty-five years.*

"Asparagus is one of the most valuable of the early vegetables and perhaps the most important of the perennial vegetable crops," says Farmers' Bulletin No. 1646, issued by the U. S. Department of Agriculture. "It is healthful and palatable as a canned or a frozen product and as a fresh vegetable. Its importance as a home-garden, truck, and processing crop is growing, as evidenced by the increasing acreage being used for its production. . . .

"The States leading in the production of asparagus are California, New Jersey, Washington, Illinois, South Carolina, Michigan, and Pennsylvania, in the order named. Slightly more than one-third of the asparagus eaten fresh is produced in California. The growing of asparagus for canning is localized almost wholly in the Sacramento and San Joaquin Valleys of California. Most of this asparagus is of the white type. Small quantities of green asparagus are canned in some of the eastern producing districts. Asparagus is well adapted to processing by the quick-freeze method, and increasing amounts of it are being processed in this way."

Asparagus will reward you best if planted in well-drained sandy loam, although it will prosper in a variety of ordinary garden soils. It will thrive in soils having salt content too high for many other crops. It does, however, require a good deal of humus.

There is considerable variation in planting distances used by different growers. Good results are reported from setting plants in 6- to 10-inch trenches 4 or 5 feet apart, with the plants at least 18 inches apart. Top-grade roots should be secured from a reputable nursery, and it is advisable to overorder to permit discarding of the poorer roots. Some planters prefer two-year-old roots, but the use of one-year roots only is recommended in Home and Garden Series Bulletin No. 9 of the U. S. Department of Agriculture. The crowns are covered with three inches of soil and over a period of two months soil is gradually worked into the trench until it is level.

Asparagus doesn't require irrigation, but does need frequent cultivation to keep down weeds and retain moisture. Shoots can be cut for about three weeks in May or June the year after planting; then let the tops grow, and apply manure or commercial fertilizer.

Varieties that are popular include Mary Washington and Paradise. Some experienced growers plan about 5000 plants to an acre to produce up to about 5000 pounds per acre for a profit of approximately \$1000.

GREEN PEAS FOR TABLE AND MARKET

As with other popular garden products you will undoubtedly want green peas, tender from the vines, for your own table as well as for the roadside and other markets.

Some experienced growers plan three plantings a season to net around \$400 per acre. They plant half an acre early to catch the premium early season market; a quarter acre three weeks later; the balance two weeks later. Other growers make a succession of a few plantings at ten-day intervals. Successive plantings spread your requirements for help at time of picking. Later plantings are not as fruitful as early plantings.

Green peas are often planted in light loam soil in six-inch furrows three feet apart by growers who prefer semidwarf or dwarf varieties, because they do not require supports. Marvel, Improved Gradus, and Hundredfold are recommended by the Department of Agriculture as suitable early varieties with wrinkled seeds. Gradus and some other early varieties produce larger crops on supports. Supported peas are less subject to attack by birds. Heavy fertilizing is not required.

BEANS

Both snap and lima beans are profit makers for home gardeners, with snap beans taking precedence. Planted in succession, they provide a steady supply for market during season.

Green beans do well in a wide range of soils that are fertile and well drained. Soil that has had manure and fertilizer for early crops is usually well enough fed for beans.

Good bush varieties of snap beans include Stringless Green Pod, Topcrop, Pencil Pod Black Wax, Tendergreen and Round Pod Kidney Wax. The best pole varieties for snap pods are brown-seeded or white-seeded Kentucky Wonders, and White Navy, White or Red Kidney are excellent for dry-shell purposes, according to Home and Garden Series Bulletin No. 9.

Roadside stands, your own customers, stores, and eating places are your logical markets.

SOYBEANS

Soybeans have in recent years become an increasingly valuable basement and garden food crop that has, besides a food market, many side markets for other uses. Soybean sprouts can be grown in basements for home table salads and for the market comprised of Chinese restaurants that want the sprouts for use in chow mein and chop suey dishes. In maturity the beans can be used for a highly nourishing flour that is gaining in popularity. The beans are also used in the manufacture of enamels, varnishes, paints, plastics, synthetic rubber, detergents, linoleum. The soybean is also highly valued for pet food, livestock, and poultry meals.

Soybeans have about the same soil requirements as common bush beans, but are slower growing than most garden beans. Early, small varieties may be planted in rows about 2 feet apart; later ones 3 feet apart. "As this crop is still rather new to gardeners, large seed supplies of many varieties are not generally available," according to Home and Garden Series Bulletin No. 9 of the U. S. Department of Agriculture. "Some of the more widely grown varieties and the number of days until their green edible stage when grown in the Corn Belt follow: Giant Gree, 90 to 95 days; Vansei, 95 to 100 days; Jogun, 100 to 110 days; Hokkaido, 100 to 115 days; and Imperial, 110 to 120 days." The bulletin suggests that plantings be made principally when tomatoes and other long-season, warm-weather crops are put in the garden.

Soybean yields are about the same as for peas.

MUSKMELONS ROLL IN THE PROFITS

For a total expense of about \$300 an acre you can realize a profit of approximately \$1000 from muskmelons. It isn't unusual for the grower to produce 9-10,000 melons per acre, and some improve on this production with special attention to irrigation, fertilization and timing.

The timing can be particularly important. You can start your plants in hot beds or cold frames *but lose time after transplanting*. There are shrewd growers who put one-fourth to one-third of the

hills under hot caps to permit early marketing when the prices may be double the figure a couple of weeks later. Housewives and eating places are always on the alert for the first melons of the season and are willing to pay a premium.

The crop can be grown successfully over a wide range of states on almost any fertile, well-drained soil. Melons do best with medium to light alluvial soils and rich sandy loam. The casaba and honeydew are popular varieties, but there are so many special strains that do well that listing of all would be impractical. A pound, about 13,600 seeds, is adequate for planting an acre, but some growers use double that amount and plants in hills 5 x 5 to 7 x 7 feet with ten seeds per hill, later thinning out the plants to three or four per hill. Where there is plenty of moisture or irrigation the seeds are planted at a depth not to exceed 1 inch and in light sandy soils at not more than 1½ inches.

"Increase in automobile travel has created an excellent opportunity for local production and sale of muskmelons," according to Farmers' Bulletin No. 1468, issued by the U. S. Department of Agriculture. "By means of truck transportation, markets up to several hundred miles from the point of origin can be supplied with vine-ripened melons of high quality.

"A well-located, well-managed roadside market soon gains a patronage that takes care of a considerable acreage of melons. Often a market is established temporarily on a main-traveled highway for the sole purpose of handling a muskmelon crop. Often, also, at a roadside market that is more or less permanent and offers other farm products the melons can be made special during their season.

"One melon grower follows the practice of leasing acreage suitable for muskmelon production within a mile of a central point on the main highway where he can establish his market during the period when the melons will be ready for sale. This grower plants only on land that has not been in melons for a number of years (usually, on land in bluegrass or clover sod), sprays regularly, and produces high-class melons. He hauls the melons from the fields to the market in small motor trucks. There he grades them according to size and freedom from defect and displays them in bins that face the roadway. Many of his best customers drive from the nearby city primarily to get a supply of fine quality melons, and they usually buy considerable quantities, including melons that are fully ripe and some that will keep for 3 or 4 days. Usually the customers bring

baskets with them. The dealer keeps a few bushel baskets and hampers on hand for sale, but otherwise does not provide any containers."

SQUASHES AND PUMPKINS BY THE TON

Squashes and pumpkins are most commonly grown garden plants and can be marketed advantageously.

There are two classes of squashes: summer and winter.

The summer class must be used while young and tender. This class includes the Bush Scallop under various other names, and the vegetable marrows, best known of which is Italian Vegetable Marrow. There is a good local market in many areas for summer squashes which move fast at roadsides, but many growers prefer the winter varieties.

Winter squashes include the Delicious, Hubbard, Table Queen and Boston Marrow. They have hard rinds and are adapted for storage on racks in preference to piling. The Hubbard squashes, large and popular with restaurants and hotels, are grown to advantage. Some growers, however, prefer the smaller types such as Delicious, buttercup, butternut, and acorn for roadside and home markets.

The smaller winter squashes are a dependable crop that may be expected to produce a profit of \$300 to \$400 per acre if you grow around eight tons per acre, which is not unusual.

Both squashes and pumpkins are sensitive to frost, and planting should wait until the soil has warmed and is ready to germinate the seed, which would decay if planted in wet, cold soil. The U. S. Department of Agriculture Leaflet No. 141 says: "The bush and small-vine varieties may be planted in hills as close as 4 by 5 feet, but the varieties having long running vines should be spaced 8 to 12 feet apart each way. The seed is sometimes planted in drills rather than in hills, and the seedlings are thinned to about 4 feet apart in the row. The amount of seed required to plant an acre varies from 2 to 4 pounds, depending on the size of the seeds and the planting distances. The seed should be covered to a depth of about 1½ inches."

Gardeners with limited area are not advised to grow pumpkins, because the same space will yield greater returns from other products. They thrive under partial shade, however, and can follow an early crop of potatoes or be grown among sweet corn or other taller

plants. Small Sugar and Connecticut Field are two well-known varieties. Hills of pumpkins should be about ten feet apart each way with one or two plants per hill.

Both squashes and pumpkins for canning are grown under contract specifications for canning companies.

SWEET CORN

Sweet corn, which is quickly swept off the roadside and other markets in season, is easy to grow in a variety of soils in nearly all parts of the United States. It can provide a profit of around \$400 per acre if you win the battle with the corn borers. That can be done if you are industrious and enlist your county agent as commander in chief. Many profit from this crop throughout the country.

You can plant sweet corn in the South from early spring to late autumn, but in the North you must wait until the ground is thoroughly warmed. A succession of plantings is desirable for a steady supply. It may be grown in hills or drills with rows at least 3 feet apart. It is seeded thickly and thinned to single stalks 14 to 16 inches apart.

"Hybrid sweet corn varieties, both white and yellow, are usually more productive than the open-pollinated sorts," according to the U. S. Department of Agriculture. "As a rule they need a more fertile soil and heavier feeding. Many are resistant to disease, particularly bacterial wilt. Never save seed from a hybrid crop for planting. Such seed does not come true to form of the plants from which it was harvested.

"Good yellow-grained hybrids, in the order of the time required to reach edible maturity, are Spancross, Marcoss, Golden Cross Bantam, and Ioana. White-grained hybrids are Iogent and Evergreen hybrid. Well-known open-pollinated yellow sorts are Golden Bantam and Golden Sunshine. Open-pollinated white sorts, in the order of maturity, are Howling Mob, Early Evergreen, Country Gentleman, and Stowell Evergreen."

GREENS AND SALAD CROPS FOR HOME AND MARKET

Resourceful gardeners, by studying their local conditions and markets, find it possible to profit from the greens—leaves and stems of

immature plants, and the variety of vegetables that are eaten raw or with dressing. At roadside stands and nearby stores there is often a steady market for these garden products, most of which are relatively easy to grow under proper conditions for the specific crop.

CHARD

Chard, or Swiss chard, for a family's summer supply, can be produced in a row of 30 to 40 feet. Larger planting provides chard for the market. It is a beet developed for tops rather than roots, and crop after crop of the outer leaves can be cut throughout the summer. Chard is easy to cultivate in a rich, mellow soil. It is sensitive to soil acidity. Plants need to be thinned to 6 or 8 inches apart in the rows.

CHICORY

Chicory, or French endive, is a hardy plant produced for both tops and roots. The culture is simple. Seeds are sown in spring or early summer in drills about 18 inches apart, and the plants are later thinned to 6 or 8 inches apart in the rows.

KALE

Kale (borecole) is a good cool-weather green. It is hardy and thrives as far north as northern Maryland and southern Pennsylvania. Scotch Churled, Dwarf Blue Scotch, and Siberian are generally used. It can be planted to follow early vegetables such as beans, peas, or potatoes. The seed is broadcast thinly and lightly raked into the soil in rows $1\frac{1}{2}$ to 2 feet apart. The plants are later thinned to about 1 foot apart.

SPINACH

Spinach can be successfully grown only where moderate temperatures prevail. It withstands Southern winter conditions. It grows in well-drained fertile soil where moisture is available. Long Standing Bloomsdale is one of the most popular varieties for spring seeding. Virginia Savoy and Old Dominion are popular for fall planting. Spinach can be drilled by hand in 1-inch-deep furrows and

covered $\frac{1}{2}$ inch deep with fine earth. The rows should not be less than 2 feet apart. Plants are thinned to 3 or 4 inches apart in the row.

CELERY

Celery requires more work than many garden crops, but it can be grown in most parts of the country. "It is a cool-weather crop and adapted to winter culture in the lower South," it is pointed out in Home and Garden Series Bulletin No. 9 of the U. S. Department of Agriculture. In the upper South and in the North it may be grown either as an early-spring or late-fall crop. Farther north, in certain favored locations, it can be grown throughout the summer.

"Rich, moist but well-drained, deeply prepared, mellow soil is essential for celery. Soil varying from sand to clay loam and to peat may be used as long as these requirements are met. Unless the ground is very fertile, plenty of well-rotted barnyard manure, supplemented by liberal applications of commercial fertilizer, is necessary."

The bulletin points out that the most common mistake with celery is failure to allow enough time for growing the plants—about 10 weeks. Seedlings are planted in rows 10 or 12 inches apart with seedlings 1 to $1\frac{1}{2}$ inches apart in the row. Early celery can be blanched by use of boards, paper, tiles to exclude light; later celery can be blanched by banking with earth.

Golden Self-Blanching and Golden Plume celery is adapted for early crops; Emperor and Winter Queen for late fall and winter use.

ENDIVE AND LETTUCE

Endive is less sensitive to heat, but otherwise its requirements are similar to those for lettuce. Good varieties are the Broad Leaved Batavian and Green Curled. The broad-leaved variety is marketed as escarole.

Lettuce thrives in almost any home garden. Its growth in the North is limited to spring and autumn. Spring lettuce is started in hotbed or indoors and transplanted when the plants have four or five leaves. Fall crops are seeded in a row and thinned. For tractor cultivation the plants are 12 to 15 inches apart in rows 20 to 36

inches apart. For hand cultivation the plants are set about 15 inches apart each way. Black-Seeded Simpson, Grand Rapids, and Slobot are recommended loose-leaf kinds, and the May King and White Boston for heading.

PARSLEY

Parsley requires about the same conditions as lettuce and spinach, and with some protection carries through the winter throughout most of the North. In the North, parsley is seeded indoors for transplanting. In the South it is seeded directly. Boards can be laid over the rows for a few days until first seedlings appear. The rows should be 14 to 16 inches apart, with plants 4 to 6 inches apart in the rows.

CRESS

Upland cress is hardy and sown in all milder parts of the country in autumn. Plants are thinned to 4 to 6 inches apart in rows. It is a short-season crop that can be planted in quick succession.

Water cress can be grown in wet surroundings. Winter is its best season in the South and it can be grown nearly the year round. It can be grown in the more moderate temperatures of the North. It is easily produced in water from springs in limestone regions, and in pools about 1 foot deep, and in spring-fed brooks. Water cress starts from pieces of the plant or seed and grows in a wild state.

CUCUMBER

Cucumbers, a warm-weather crop, require constant vigil against beetles and other pests. They grow over a large portion of the country, except the most southerly. They require very fertile and mellow soil. Seed is drilled in rows 6 or 7 feet apart and plants are thinned to 2 to 3 feet apart in the rows. If the hill method of planting is used, the hills should be 6 feet apart each way with plants thinned to 2 in each hill. Eight to 10 seeds per hill are planted and later thinned out. Seeds are covered with about $\frac{1}{2}$ inch of soil.

Recommended varieties for slicing cucumbers are White Spine and Early Fortune. Recommended special small-size pickling varieties are Chicago Pickling and National Pickling.

TOMATOES

Home gardeners in almost any section where there is fertile soil and sufficient moisture will find tomatoes profitable, with a rather large production from a comparatively small area. Tomatoes, particularly when drawing early premium prices, are stand-by money-makers at roadside stands, in local stores, and for regular customers who can depend on you for a steady supply of a good product.

Except for early spring crops tomato plants are grown in outdoor seed beds. The plants are started 5 to 7 weeks before transplanting. Seedlings are spaced 2 or 3 inches apart and germinate best at about 70° F. The plant is sensitive to cold, and there are varieties best suited to your particular area.

MUSHROOMS

Although mushroom growing requires more careful preparation than for many house or garden plants, there is a growing market for fresh mushrooms and they lend themselves to a small start that can be developed to a commercial scale of production. This approach to home profits can be launched in the central and northern states wherever you may have a basement, cellar, cave or dugout, or outbuilding where you have some control of humidity, temperature, and ventilation.

Mushrooms can be grown in beds a few feet in diameter and filled with about 5 inches of compost, or in trays about 1½ by 2 feet placed in tiers. Mushroom basements or caves are needed to provide temperature of from not less than 45° and a top of 65°. Darkness is not required, but humidity should be 70 to 80 per cent. Beds will produce irregularly for four or five months in what amounts to two or more crops per season. The crop may vary from a little less than a pound to 1½ pounds per square foot, and the prices range up to \$1.00 a pound, depending on the market conditions.

You plant bits of spawn secured from seed houses, a quart being sufficient for a 5 x 8 foot bed or its equivalent in trays. Detailed instructions for preparation of beds and other details of the culture and marketing can be secured from Farmers' Bulletin No. 1875, and *Mushroom Culture for Amateurs*, Bulletin 1587F, issued by the U. S. Department of Agriculture. Other information is available from

various seed houses, some of which market prepared trays that simplify your experimental work, and from the book, *Mushroom Growing Today*, by F. C. Atkins, published by The Macmillan Company, New York.

HORSE-RADISH

A back yard and horse-radish are a combination that can be depended upon for homemade cash incomes—and perhaps a fortune will result if you are resourceful in developing and marketing your own special horse-radish mix.

There was a man in Sharpsburg, Pennsylvania, who raised horse-radish in his backyard garden and peddled it from door to door. His name was H. J. Heinz, and that was the start of the tremendous Heinz pickle business.

There was a man in Eau Claire, Wisconsin, who in a period of inactivity as a salesman planted horse-radish in his half-acre back yard with the few dollars available. He scrubbed the roots in the home kitchen sink, ground them and mixed them with vinegar and sugar, bottled them, and sold the product to the neighbors for a profit. Today the Silver Springs Gardens, Inc., operates three farms and turns out thousands of jars of horse-radish and mustard horse-radish daily.

Home gardeners on a small scale have found that there is a ready market for freshly dug roots and that home-prepared horse-radish may retain a tang not available in other preparations. As soon as ground, the horse-radish begins to lose its power. These home gardeners can reasonably expect a yield of about \$300 worth of roots per acre, marketed in bags or barrels. If they have their own home-developed process, they may well increase the profit considerably by grinding and bottling at home and selling by mail or direct at the roadside to satisfied customers, to local stores, hotels, restaurants.

Horse-radish, adapted to the North Temperate regions of the country, grows in almost any good soil, but preferably a deep, rich, moist loam supplied with plenty of organic matter. Fertilizing at time of planting is advisable, with a top dressing of manure each spring. Old gardens may be expected to produce well without much fertilizing.

“Horseradish is propagated either by crowns or by root cuttings,” according to Bulletin No. 9 of the Department of Agriculture. “In

propagating by crowns a portion of an old plant consisting of a piece of root and crown buds is merely lifted and planted in a new place. Root cuttings are pieces of older roots 6 to 8 inches long and of the thickness of a lead pencil. They may be saved when preparing the larger roots for grating, or they may be purchased from seedsmen. A trench 4 to 5 inches deep is opened with a hoe and the root cuttings are placed at an angle with their tops near the surface of the ground. Plants from these cuttings usually make good roots the first year. As a rule, the plants in the home garden are allowed to grow from year to year, and portions of the roots are removed as needed. Pieces of roots and crowns remaining in the soil are usually sufficient to re-establish the plants."

Maliner Kren is the best-known variety.

HELPFUL BOOKS AND PAMPHLETS FOR GARDENERS

- Many gardening pamphlets. Free Price List No. 72, Government Printing Office, Washington 25, D.C.
- Many gardening pamphlets. Publisher supplies list. Home Service Bureau, Meredith Bldg., Des Moines 3, Ia.
- The Gardener's Almanac*, by Edward L. Farrington. Oxford University Press, 114 5th Ave., New York 11, N.Y.
- The Handy Book of Gardening*, by Albert E. Wilkinson & Victor A. Tiedjens. Permabooks, 575 Madison Ave., New York 22, N.Y.
- Learning to Garden*, by Olive M. Gunnison. Funk & Wagnalls Co., 153 East 24th St., New York 10, N.Y.
- Better Homes and Gardens Gardening Guide*. F. B. Woodroffe & G. N. Neff, editors. Meredith Publishing Co., 1716 Locust St., Des Moines 3, Ia.
- Garden Easily*, by Harriet K. Morse. Charles Scribner's Sons, 597 5th Ave., New York 17, N.Y.
- Gardening*, by Montague Free. Harcourt, Brace & Co., Inc., 383 Madison Ave., New York 17, N.Y.
- Complete Book of Garden Magic*, by Roy E. Biles. Tudor Publishing Co., 221 4th Ave., New York 3, N.Y.
- Encyclopedia of Gardening*. Norman Taylor, editor. Houghton Mifflin Co., 2 Park St., Boston 7, Mass.
- The Complete Garden Handbook*, by Maron J. Simon & others. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- The Flower Encyclopedia and Gardener's Guide*, by Albert E. Wilkinson. Halcyon House, 575 Madison Ave., New York 22, N.Y.
- 10,000 Questions Answered*. Frederick F. Rockwell, editor. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

- 1001 Garden Questions Answered*, by Alfred C. Hottes. Dodd, Mead & Co., Inc., 432 4th Ave., New York 16, N.Y.
- America's Garden Book*, by Louise & James Bush-Brown. Charles Scribner's Sons, 597 5th Ave., New York 17, N.Y.
- Annual Flowers from Seed Packet to Bouquet*, by Dorothy H. Jenkins. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- Book of Annuals*, by Alfred C. Hottes. Dodd, Mead & Co., Inc., 432 4th Ave., New York 16, N.Y.
- How to Grow Annuals*, by Ann R. Robbins. The Macmillan Co., 60 5th Ave., New York 11, N.Y.
- Perennials Preferred*, by Helen V. Wilson. M. Barrows & Co., Inc., 425 4th Ave., New York 3, N.Y.
- Sixty-five Practical Garden Plans*. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Garden Planning and Building*, by H. Stuart Ortloff & Henry B. Raymore. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- All About House Plants*, by Montague Free. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Soils and Fertilizers for Greenhouse and Garden*, by Alex Laurie & D. C. Kiplinger. Dodd, Mead & Co., 432 4th Ave., New York 11, N.Y.
- The Complete Guide to Soilless Gardening*, by William F. Gericke. Prentice-Hall, Inc., 70 5th Ave., New York 11, N.Y.
- Gardener's Bug Book: 1,000 Insect Pests and Their Control*, by Cynthia Westcott. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.
- Plant Disease Handbook*, by Cynthia Westcott. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.
- Just Weeds*, by Edwin R. Spencer. Charles Scribner's Sons, 597 5th Ave., New York 17, N.Y.
- 25 Vegetables Anyone Can Grow*, by Anne B. Robbins. Thomas Y. Crowell Co., 432 4th Ave., New York 16, N.Y.
- Grow Your Own Vegetables*, by Paul Dempsey. Houghton Mifflin Co., 2 Park St., Boston 7, Mass.
- Pocket Book of Vegetable Gardening*, by Charles Nissley. Pocket Books, Inc., 630 5th Ave., New York 20, N.Y.
- Vegetable Growing*, by James S. Shoemaker. John Wiley & Sons, 440 4th Ave., New York 16, N.Y.
- See helpful books listed in following chapter.

CHAPTER FORTY-FOUR

Raising and Preparing Herbs, Barks, and Roots for Market

MANY MEN AND WOMEN have developed profitably their hobby of raising herbs and roots for open markets or for their own mixtures, and if they live in or close to open country they profit by the hobby of gathering herbs and roots and barks for medicinal and other uses. Careful study of the current markets or resourceful development of your own products that can be sold in shops or direct mail may well result in either pin-money income or development of a business earning many hundreds and even thousands of dollars annually.

Most clearly indicative of the potentialities of this hobby that can become a business is the oft-told story of the House of Herbs, which is concisely reported by Clementine Paddleford, noted food columnist, in a *Reader's Digest Manual*. It is the business drama of Mrs. Patricia Winter, who lives on a farm near Canaan, Connecticut, and started with an investment of only \$5.00 in herb seeds.

"In 1940 Mrs. Winter planted a half-acre plot in tarragon, marjoram, chervil, rosemary and dill, and invested \$75 in two barrels of wine vinegar. Packing a gift box combination of herb-scented vinegars and six kinds of dried herbs, she suggested to a Fifth Avenue store in New York that it be sold there as a Christmas gift. In the four weeks before Christmas, the store sold over \$700 worth of her gift kits at \$2 to \$5.

"Busy days followed in the Connecticut kitchen, as Mrs. Winter began developing her 'House of Herbs' line. She planted more varieties of herbs and experimented endlessly with recipes and mixtures. Soon she had seven herb vinegars. Next came a trio of dried herb bouquets for use as seasonings for meat, poultry, vegetables, eggs, fish and cheese dishes. A mixture called Herbacue was created for barbecue cooks. A non-fattening herb salad dressing was prepared for weight-watchers. Next she invented a concentrated

sauce for basting, flavoring and tenderizing. Other products followed.

"Mrs. Winter's gift boxes, which Ezra Winter, her artist husband, had a hand in designing, set the style pace in the commercial herb world. Kitchen Orchestra, the favorite, is a kit of ten items. Accompanying each kit is a 50-page cook book describing herb-fragrant dishes.

"Mrs. Winter now sells her 'House of Herbs' products through stores in 38 states, Cuba, Alaska and Honolulu. In 1940 her net sales were \$900; in 1945 they were \$252,000. A ten-room tenant farmhouse has been remodeled for use as an office and laboratory and a barn reconditioned for a factory."

Others may well contemplate making a similar small start, and study of the marketing problems indicates that they might well consider the mail-order possibilities rather than the opening of sales in shops. An illustrative case of such an approach to herb marketing by Frederick Anderson of Pennsylvania is presented in the chapter dealing with mail-order possibilities.

The Pennsylvania case is not unique by any manner of means. There are many others who have turned herb hobbies to profit, including Mrs. Beulah Southwell, who conducts a nationwide mail-order business in herbs and spices from her small shop in Albany, New York.

Most of the savory herbs are reasonably easy to grow from seed. They thrive in most ordinary gardens, and beginners should first consider sweet basil, mint, dill, sweet marjoram, rosemary, sage, winter savory, tarragon, thyme, summer savory, chive, chervil, parsley. After mastering these most-easy-to-grow herbs, the home hobby profit maker should investigate anise, lemon balm, caraway, coriander, fennel and lovage, and the hundreds of other herbs, annuals, biennials and perennials.

Your markets are varied, ranging from friends and local shops to the local groceries and delicatessens, hotels and restaurants. Also there are direct-mail processes for those who have developed various packages ranging from "raw" bundles to little cellophane envelopes and old-fashioned spice cabinets, jugs, bottles, and cans.

Mrs. Dorothy Curtis of Butternut Farm at Kinderhook, New York, who built a home kitchen business with her salted nuts, had an idea that she would make it easier for other cooks to use herbs called for in French recipes. She experimented with a mixture of her own and

put it on sale as Bouquet Garni. She packaged her herb mixtures in little gauze bags resembling tea bags, so that the proper mixture could be dunked without trouble in soups and stews and dressings and the like. The bags are contained in cellophane envelopes, tied with a green ribbon, and are sold by direct mail and in many exclusive shops at around \$1.00 the package.

The records and advertisements abound with the names of those who have adopted the fascinating hobby of herbs for fun and profit. Among them are Mrs. A. A. Maricle of Beebe, Arkansas, who raises common sage and sells it by mail and in stores; Margaret Thomas and Mittie Arnold of Green, Rhode Island, who established a cottage garden business with small initial capital but considerable sales by direct mail; and F. C. Fredericks and Julius Rush of Whitehall, Wisconsin, who harvest dandelion roots in season for medicinal purposes.

In many areas there are wild roots and barks and herbs for the harvesting by those who do a little studying of the possibilities. What may look like weeds to you today will be revealed as valuable, salable plants needed for medicinal purposes.

Marketing advice is contained in a *Reader's Digest Manual* report of a Tennessee man who "created an unusual and profitable business out of the wilderness around him. Noting the profusion of berries, herbs and roots in the woods, he gathered several of those that have commercial value and shipped them to a large drug supply firm. The company ordered large quantities, and soon hundreds of mountain people were working for him. He branched out into furs from small animals and other things. Today the business has a large warehouse, four collection stations, gives employment to 5,000 part-time workers in three states, and collects about 300 varieties of wild plants for large manufacturers.

"A pipe maker, hearing that the business would 'collect anything,' asked for samples of the hard roots of rhododendron plants which abound in that region, and sent orders for pipe-blocks. Now Graybeal has a factory employing 80 persons and turns out 15,000 pipe bowl blocks daily.

"Before collecting medicinal plants, samples of the bark, root, herb or other available material should be submitted to reliable dealers in crude drugs to learn the market requirements and prevailing prices. Special knowledge of trade requirements is neces-

sary in collecting, curing, preserving and packing such raw materials for market."

HELPFUL BOOKS AND PAMPHLETS

Helpful information for the many home gardeners who could readily establish most unusual gardens in their own communities and at the same time make home profits is available in these bulletins and pamphlets issued by the U. S. Department of Agriculture through the Superintendent of Documents, Washington 25, D.C.:

American Medicinal Plants of Commercial Importance 77MP

Drying Crude Drugs 1231F

Medicinal Plants

Condiment Plants

Farmers' Bulletin No. 1977, *Savory Herbs*.

Other helpful books and pamphlets are the following:

The Home Garden Book of Herbs and Spices, by Milo Miloradovich. Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

Herbs, Their Culture and Uses, by R. E. Clarkson. The Macmillan Co., 60 5th Ave., New York 11, N.Y.

Herbs, How to Grow Them and How to Use Them, by Helen Noyes Webster. Massachusetts Horticultural Society, Horticultural Hall, Boston, Mass.

30 Herbs Will Make an Herb Garden, by H. Lyman. 52 Santa Clara Ave., Oakland, Calif.

Herbs, by H. N. Webster. Ralph T. Hale, 6 Beacon St., Boston, Mass.

Gardening with Herbs for Flavor and Fragrance, by Helen M. Fox. The Macmillan Co., 60 5th Ave., New York 11, N.Y.

Herbal Delights, by Hilda Leyel. Houghton Mifflin Co., 2 Park St., Boston 7, Mass.

CHAPTER FORTY-FIVE

Your Own Fruit Orchards Can Be Profitable

FRUIT FARMING on a part-time or full-time basis can produce a reasonably satisfactory profit, and at the same time fulfill your dream—if such is your dream—of beautiful, flowering and later fruit-bearing

ing acres of apples, pears, peaches, cherries, plums, or quinces. With apples, for instance, you are justified in expecting a profit of \$300 to \$400 per acre—around \$2400 annually from eight acres, or around \$3000 a year from ten acres.

Your profits will be leanest if you expect to market your fruit in quantity to wholesalers. They will be largest if you can arrange to do your own direct marketing at roadside stands or by direct mail, as in the case of "Vermont's Apple and Honey Man." Careful selection of fine fruits, invitingly displayed and sold in less than bushel lots, brings a higher profit per pound. Your own resourcefulness in marketing will be of the utmost importance in enlarging your profits from your labor and land.

However, there are fruit farmers who do some of the work but contract with others to cultivate and spray and harvest, on a fixed price basis, and some of these part-work, part-time fruit farmers are delighted with the arrangement. One such is George Jackson, whose story is related by A. B. Genung of the Bureau of Agricultural Economics in a leaflet (ALS-14) issued by the U. S. Department of Agriculture.

ONE MAN'S PART-TIME ORCHARD, \$500 A YEAR

George Jackson works in the mechanical department of an Eastern city newspaper, and moved his family of wife and six young children to a sixty-acre farm nearly ten miles from his place of employment. He bought the old but sturdy house, a barn and outbuildings, and a neglected orchard, for \$1000 down and a mortgage for \$2000.

This man's idea was primarily to have a place in the country for his family, and his story in detail is fascinating, as related by Mr. Genung—a story of apples and one man's family in the country:

"... Gradually George Jackson got together a nice flock of Rhode Island Red hens, bought a Guernsey cow, which the oldest boy learned to take care of, and a couple of pigs. Now, after 8 years on the place, that is still about the extent of the livestock—2 cows, 2 pigs, 100 hens, and a few guinea hens and ducks. The youngsters also have a pony and assorted rabbits and other pets.

"There was one real asset on the place, an apple orchard of some 125 trees, chiefly Baldwins, McIntosh, and Delicious. It had grown up to weeds and the trees had not been disturbed by a pruning saw in a dozen years at least. Yet those trees were right in their prime.

When George saw them in blossom the first May after he bought the place, he was fired with enthusiasm to make something of that little orchard.

"He went to the county agricultural agent, wrote to his State Agricultural College and to Washington for bulletins, talked to nearby farmers who had orchards. In short, he set about getting some real education in apple growing. His old friend up the road played a part, too, helping him prune the trees in odd spells one winter, advising him about materials and tillage and lending him a spraying machine. In time, with the expenditure of some hard work and a little worry the Jackson orchard became what might fairly be called a model of good husbandry.

"For the last 3 or 4 years George has sold his apples 'on the tree' to a local buyer. That is, the buyer pays so much, lump sum, sends his own pickers, baskets, and truck, and assumes the entire job of harvesting. Last year when apples were high the crop was sold in such fashion to this buyer for \$500. George doesn't have to touch the orchard after the final spraying is done."

There you have a small investment and a return of \$4.00 per tree with someone else doing the harvesting and marketing. But, leaving the orchard for a few minutes, it is worth-while to consider the overall family picture on this farm, as the Jackson story continues:

"The rest of his land he rents out to a neighbor who uses the pasture and furnishes him with enough hay to keep the cows. There is a good wood lot back on one corner, from which George gets his wood for kitchen stove and fireplace and even cuts a few pine and hardwood logs most every winter and has them sawed up into rough lumber for repair work.

"The two oldest children ride into town every day with their father to attend high school located at a little crossroads village. Here also is a general store where Mrs. Jackson buys part of her supplies; here they go to church, attend Grange meeting, haul logs to a sawmill.

"The Jacksons are devoted to their little farm. They are especially attached to their home—and well they may be, for under the influence of paint, repairs, shrubs, and flowers, the fine old house has come to life there amid its noble trees in a way to inspire pride in any owner. It is a big house. Every youngster has his or her own bedroom, and in the kitchen are all the conveniences that a reasonable housewife could wish for.

"'And to think,' remarks Mrs. Jackson, 'that all those years before we came up here I didn't even have a place to hang out the Monday washing!'

"Of course they have a big garden. Mrs. Jackson takes you down cellar in the fall and shows with pride long rows of canned food, hams and sides of bacon hanging overhead, vegetables and fruit in the bins, cider in the casks, and innumerable good things to take a hungry family through the winter.

"There is no question that we live more cheaply, have a greater variety of food, and of better quality than we used to in the city,' she says. That is her view of the matter, whatever anyone else may think.

"George still doesn't regard himself as much of a farmer. His job is in town. He looks upon the farm as a home, a place to be outdoors after the confinement of his daily job around the presses, and finally as a place where they can grow a good part of their own food and fuel, and where the children can have a more wholesome life than they could have in the city.

"Nevertheless, he has done well with the small orchard. It now pays the taxes, insurance, ordinary repairs, and virtually all similar expenses of the 'farm.'

"He has paid off \$1,000 of his mortgage and he has money and war bonds sufficient to pay the other half of it soon. He now feels pretty independent.

"Incidentally, George has evidence, too, that buying his farm wasn't a bad investment, purely as a financial proposition. One night he stopped for gas at the roadside station owned by a neighbor. As usual they spent a few minutes chatting and swapping news.

"Presently the neighbor said casually, 'Say, George, you wouldn't be interested in selling your place, would you?'

"'Nope.' The answer was prompt. As an afterthought he added, 'Wife wouldn't hear of it.'

"'Well, I didn't suppose you would. But I've thought a good many times I'd kind of like to have it. Ought to've bought it a long time ago, back there before you came along. Matter of fact, I hope you folks'll stay right here in the neighborhood as long as you live. But just in case you should ever happen to take a notion to sell out sometime—keep me in mind.'

"And then he added casually, 'I'll give you five thousand cash any time.'

"The Jacksons won't sell their home. But it makes George feel good to think that probably he could almost double his money on it."

If you want country living and an apple orchard you may be able to locate one already established, or one that has been neglected in the hands of an estate. The prices, of course, will vary with the time, location, the land involved, the condition of the buildings. You can't pick up a place such as the Jacksons' just any afternoon. It will take searching such as thousands of others have experienced.

SELECTING OR PLANTING AND MANAGING ORCHARDS

By careful investigation you may be able to locate a place with established young apple orchards, and if so you save yourself a considerable period of waiting. The average life of a commercial orchard in the United States is not over forty years, and standard trees do not begin to bear until from two to seven years, closer to the latter figure for full production. Dwarf varieties for your own use or special purposes will be easier to prune and spray, and have a full crop in two or three years. Another advantage of the dwarf varieties is that they can be planted 15 feet apart or 193 trees to the acre, while the standard varieties are planted 35 feet apart or 35 to the acre. If you plan to establish your own young orchard, you may consider the advisability of cash crops such as strawberries, raspberries, sweet corn, melons, or squashes, etc., for income during the period before the orchards begin to produce satisfactorily. Such crops planted between the trees not only provide income during the waiting period, but make the cultivation of the orchard area pay off.

Location near a well-traveled highway, topography, and soil are three of the foremost considerations to keep in mind in selecting a site for your orchard.

It is advisable to be near a good highway, both for transportation purposes and to have a good site for roadside-stand marketing, which eliminates a middleman's profit and thus increases your own "fruit" for your labors.

"Too much emphasis cannot be placed on the importance of air drainage from the standpoint of apple production," according to Farmers' Bulletin No. 1897, dealing with the establishing and

managing of young apple orchards. It is issued by the U. S. Department of Agriculture. "In most parts of the United States spring frosts or freezes shortly before, during, or after bloom constitute a tremendous hazard in apple production. This hazard can be reduced by selecting the most favorable sites for orchard planting, although in most parts of the United States it cannot be entirely eliminated.

"It is a well-known principle that cold air is heavier than warm air and that cold air tends to settle into the low spots. Thus on still, frosty nights the temperature in valleys or depressions surrounded on all sides by higher land may be many degrees colder than that in more elevated locations. Under such conditions a difference of 100 feet in elevation may make a difference of 5° to 10° F. in the minimum temperature encountered. In many seasons such differences would mean the difference between a full crop and a crop failure. Thus, the first prerequisite of a site for the apple orchard is that it be sufficiently elevated so that the cold air can settle below rather than into the orchard.

"Sites above good-sized streams or lakes, with free opportunity for the cold air to settle from the orchard to the water, are particularly favorable from the standpoint of frost protection. . . . The slopes along the sides of ridges are frequently more desirable than the tops. . . .

"The most important factors to consider in the soil are: 1. Drainage and aeration; apple orchards usually are not successful on soils that become waterlogged and remain in that condition for any appreciable length of time, particularly during the growing season; 2. Water-holding capacity; this includes a consideration of both the texture of the soil and its depth; 3. Capacity to absorb water readily from rain or irrigation; and 4. Fertility."

Establishment of a young orchard takes time and money, and any time you spend with your local agricultural agents, who are at your service, will be excellent insurance and highly rewarding.

You have a broad choice of standard varieties of apples for commercial orchards. The Red Astrachan bears in late July and August; Red Duchess and Yellow Transparent in early August; the Wealthy in late September; McIntosh, Rhode Island Greening, Baldwin, Delicious, Jonathan, Northern Spy, Stayman Winesap and Rome Beauty, all bearing in October.

On the average a good mature apple tree will bear about six

busbels annually. Orange and grapefruit trees bear about two busbels annually; pear, peach, nectarine, plum, cherry about one busbel annually; quince about a half busbel each year.

Pears thrive on a wide range of soils similar to those of the apple, but can use more moisture than apples. The Kieffer and Bartlett are two popular varieties of pears. Standard varieties are set about 25 feet apart, while dwarf pear trees are set 12 to 16 feet apart.

Peaches are grown in many states, but as they are sensitive to winter killing the wise planter locates his orchard only in areas within a state where it has been proved that peaches can be grown successfully.

The quince, adaptable to many soils, is planted 12 to 15 feet apart. The Champion and Orange are popular varieties. Plums and cherries (see Farmers' Bulletin No. 776 for technical details on cherry culture) require the same kind of soil that is suitable for apples. Plum trees are planted 20 to 25 feet apart; cherries about 25 feet apart. There is a number of varieties from which to make your choice.

Pruning of fruit trees, especially in their early years, is of prime importance. The chief purpose of the pruning is to shape the tree so that the branches will carry the best load of fruit. Pruning tools should be kept sharp for clean cutting, and the orchardist should have a definite plan for pruning. Technical details for intelligent pruning of hardy fruit plants are available in Farmers' Bulletin No. 1870, issued by the U. S. Department of Agriculture.

HELPFUL BOOKS FOR FRUIT GROWERS

Fruits for the Home Garden, by U. P. Hedrick. Oxford University Press, 114 5th Ave., New York 11, N.Y.

Grow Your Own Fruit, by Maurice G. Kains. Greenberg Publisher, 201 East 57th St., New York 22, N.Y.

Dwarf Fruit Trees, by Lawrence Southwick. The Macmillan Co., 80 5th Ave., New York 11, N.Y.

Growth Regulators for Garden, Field and Orchard, by John W. Mitchell & Paul C. Martin. University of Chicago Press, 5750 Ellis Ave., Chicago 37, Ill.

See helpful books listed in preceding chapter.

CHAPTER FORTY-SIX

Small Fruit Gardens and Plantations for You

SMALL FRUITS are important in the plans of any home gardener, and if several acres are available the small-fruit plantation can well be made into a family money raiser. Properly planned and handled, it will provide support for a family; on a smaller scale and mixed with other garden products or poultry, these crops can provide a very good supplemental income.

Among the profitable small fruits are:

Strawberries
Blackberries and
Dewberries
Gooseberries

Grapes
Currants
Blueberries
Raspberries

Because it may cost up to \$1000 an acre to make a profit of a few hundred an acre, it is vitally important that you study your area carefully before launching a small-fruit plantation. It is advisable to consider only areas in which the fruit that interests you is already being raised. On the surface you might feel that it would be good to get away from competition, but the point is you don't want to pioneer and should be guided by the experience of others in their selection of locations.

Among the factors of location that you should consider are good soil, ample fertilizer, and adequate water supply if required; accessibility of markets, which involves nearness of good roads or other transportation facilities; adequate labor supply at time of harvests; climate, of course.

All of the small fruits are relatively easy to raise so long as you don't defy nature, and if you utilize the detailed information available to you through the Department of Agriculture and its wide-flung extension services.

STRAWBERRIES

The strawberry is the most popular, most widely grown, and most important of all the small-fruit crops in the United States. It is produced in home gardens in all sections of the country, and on a large commercial scale in the eastern half of the United States and irrigated areas in the West. Strawberries require fertile, well-drained, level or gently sloping ground.

Early spring planting follows three basic systems: 1. the hill system. 2. the spaced-row system. 3. the matted-row system. Under the hill system the plants are commonly set 12 to 18 inches apart in rows 3 to 3½ feet apart, and runners are removed as they appear. In a spaced row, common in the Cape Cod section, the runners are hand set and later runners are removed so the plants are spaced rather uniformly with the mother plants about 12 inches apart with two runner systems permitted to form. The rows are usually 2 to 2½ feet wide and this method produces from 8000 to 11,000 quarts per acre under proper conditions.

The matted-row system is the one more commonly used. The cost of growing an acre under this system is less than for spaced rows. Under this system plants are set 1 to 2 feet apart in the row and the runners that form during the summer are permitted to root in spaces between the mother plants. At the end of the season there is a mat of plants varying from a few inches to as much as 3 feet or more, according to varying conditions. As it is easier to harvest berries from narrow rows, many growers find matted rows of 1 to 2 feet most desirable.

Unless a machine planter is used, position of rows should be indicated by use of markers. This marking guides the setting in straight lines and lessens danger of disturbing plants during cultivation, and minimizes labor of cultivation. In setting by hand in loose soils an opening about 4 inches deep is made with one hand and the plant set with the other, and earth filled in and firmed. Usually a dibble, trowel, or punch is used.

Some varieties of plants are better adapted for certain soils and locations and methods of planting. The grower should investigate carefully before investing his money and labor. Plants should be purchased from highly reliable nurseries, preferably those nearby, as small-fruit plants do not benefit from long-distance shipping.

Valuable details on strawberry culture in various sections are provided by the U. S. Department of Agriculture Farmers' Bulletins No. 1026, for South Atlantic and Gulf Coast regions, No. 1027, for Western United States, No. 1028, for Eastern United States.

The last bulletin points out that "many million dollars' worth of strawberry products are manufactured each year. Among the more important of these are preserves, jams, essences for flavoring candies, flavoring extracts, syrup for soda fountains, and crushed fruit for flavoring ice cream and sauces. Strawberries are also packed in the proportion of about 3 parts fruit to 1 part sugar (or its equivalent in a heavy syrup) in small packages, frozen, and sold to the retail trade. The varieties considered best for preserving are light, bright red, acid, with a strong strawberry flavor, and firm fleshed, so they will not break to pieces in cooking. For the ice cream trade, varieties with a deep-red color and high flavor are desired.

"The varieties chiefly used in eastern United States are Blakemore, Klondike, Missionary, Howard 17 (premier), and Parsons (Gibson). Blakemore is the best variety for preserving, but is used for the small package trade as well. Klondike is one of the best for both ice cream trade and the small package trade but is dark for preserves. Missionary is used for both preserves and for flavoring ice cream. Although Howard 17 (Premier) is reported as very good for ice cream flavoring and the package trade in Massachusetts, it is not so desirable farther south as other sorts. In Minnesota, Beaver, Culver, and Dorsett are considered suitable for freezing. In tests in Maryland, Joe and Blakemore rate highly as varieties for the small package trade. Eastern berries are rarely canned."

As with other farm and plantation products, your own roadside stand (or one in co-operation with neighbors) offers a way to highest profits from your acre or acres, with local individual and commercial places next on the list.

BLACKBERRIES AND DEWBERRIES

Erect blackberries and trailing blackberries, called dewberries in many sections, are cultivated successfully over a wide area extending west and southwestward from New Jersey. They have become popular for the fresh market and for canning, jam, and pies. Because of a long growing season they have become a very profitable crop in several states.

The fruit does not "travel" well, so plantations should be located close to good roads and the markets. The berries will flourish on nearly any type of soil with suitable moisture conditions. Most desirable is a coarse, sandy, or clay soil with a mellow subsoil. The plants may be purchased from nurseries, or home grown, and cultivated in rows 8 feet apart with the plants 3 or 4 feet apart in the row. The life of the plantation varies with soil and moisture conditions in various parts of the country. Some plantations have been productive for more than 15 years.

The berries grow on last year's canes and after harvest the old canes are pruned and burned.

Technical details are available in Farmers' Bulletin No. 1995, issued by the U. S. Department of Agriculture.

GOOSEBERRIES

Gooseberries, although sour, have a delicate taste in pies and preserves and have a ready market in many areas.

Soil and cultivation requirements are about the same as for blackberries. They are planted 3 to 4 feet apart in rows 6 feet apart and require annual pruning to keep the bushes 3 to 4 feet in height.

GRAPES

Grapes for juice, canning, wines, and jellies have become a tremendously important crop in many sections. They represent quite an investment if grown on a commercial scale, but, properly cultivated, produce profitable crops for many years.

Grapes are planted in the spring about 9 feet apart in rows, with rows about 10 feet apart. They require careful pruning and training. Productive soil about the same as for other small fruits is required.

There is a large number of varieties available, and favored varieties for your own section should have first consideration under the guidance of local growers and the Department of Agriculture.

CURRENTS

There is growing interest in currants for their own particular flavor in jellies, pies, and, occasionally, wine. They require cultivation in soil about the same as that for strawberries. The fruit grows on both young and old canes.

BLUEBERRIES

If you are interested in small-fruit growing and are not pressed for early cash income, you should give serious consideration to the potentialities of cultivating blueberries. There are wide areas where wild blueberries provide a profitable harvest, but in recent years the cultivated varieties, because of size and flavor and other factors, have become increasingly important, and the field is not overcrowded. With intelligent planting your yield in the third year would be considerable, and when the plants reach full bearing in the sixth or seventh year, it is reasonable to expect to net a \$1000 annual profit per acre, perhaps more. And, having reached this point, your acre or acres of blueberries will go on bearing good crops under proper handling for fifty or even seventy-five years.

Illustrative of the long life of blueberry plants is the case of Joe Eberhardt, who, with his wife, began experimenting with blueberries in 1925 on the West Coast, while he was still working in a factory. They imported 100 plants from New Jersey and crossed them with others, and secured fine berries. Keep in mind that he started small, with only 100 plants—you can plant more than 1000 to a full acre.

He studied his markets and found that with fine berries carefully boxed and wrapped in cellophane he could get fancy prices. Some twenty years later, according to the *Reader's Digest Manual of Small Businesses*, "he has more than 20 acres in blueberries, which he sells from June to September to local home-canners and grocers, or ships as far east as Denver. He also does a thriving business in selling the plants.

"There may be similar opportunities to perfect other wild or cultivated fruits and vegetables to be packed for the luxury trade and shipped by refrigerated express or by airplane to the best markets. The sale of plants or seeds offers further sales possibilities.

"Eberhardt found that quick financial returns cannot be expected from this business; that the young blueberry plant should not be permitted to fruit for one or two seasons after it is set out; that a commercial crop cannot be expected until the third year; and that from six to eight years are required to reach full maturity. Then, under ideal conditions, they should produce about four tons to the acre."

If you figure roughly 1.15 pints per pound, more or less, according

to growing conditions and variety, and multiply by the prevailing rate for blueberries in your area, you can easily arrive at your gross income per acre.

Cultivated blueberries are one of the comparatively newer highly profitable crops in New Jersey, North Carolina, Michigan, Washington, Oregon, Massachusetts, New York, and several other states, including part of the Southeast.

"Blueberries can be produced in home gardens if the soil is naturally acid or is properly treated," according to Farmers' Bulletin No. 1951, issued by the U. S. Department of Agriculture. "They do not succeed in ordinary rich garden soils and soon die, but they do thrive in naturally moist acid soils such as those in which native blueberries and huckleberries, azaleas, laurel, and rhododendrons grow. For small plantings mulching with leaves, sawdust, hay, or straw to a depth of 5 or 6 inches helps to retain moisture, to keep down weeds, to control erosion, and to keep the ground cool. Blueberries should not be planted on soils limed in recent years unless actual tests have shown that they are still acid enough for blueberries. For the less acid soils, decaying oak leaves or acid peat mixed in the soil around the plants helps to make conditions suitable, but plants on such soils will always require extra care."

Pertinent pointers on planting and cultivation are offered in the same bulletin: "The plants are usually set 4 or 5 by 8 feet, 4 or 5 by 10, or 6 by 8 as early in the spring as the soil becomes suitable for working. Setting them 5 by 8 feet (1,089 plants per acre) or 6 by 8 (908 plants per acre) is suggested for new plantings. Setting 4 by 10 feet (1,089 plants per acre) or 5 by 10 (871 plants per acre) is suggested for plantings for standard tractor cultivation."

Order top-grade plants from reliable nurseries, plant according to specifications, and you have a crop that keeps you occupied from spring to fall with comparatively little time investment for pruning during the winter. There is nearly a score of cultivated varieties from which to pick the variety best suited for your own area.

RASPBERRIES

Red and black raspberries are a popular and profitable home plantation crop, and, as with strawberries, if conditions and handling are correct you can expect to make a profit of \$800 to \$1000 an acre. Both types can be planted in fall or spring and require well-drained, fertile soil. Their cultivation is limited to the Northern United States.

Red raspberries producing red fruit have erect canes and are propagated by suckers from the roots of the parent plant. Popular varieties include the Latham, Cuthbert, Taylor, and Washington. Black raspberries with black fruit have arched canes that root at the tips in the fall. The Cumberland is the most important commercial type.

Raspberries are grown in the hill, linear, or hedge system, and technical details regarding planting and pruning are available in Farmers' Bulletin No. 887, issued by the U. S. Department of Agriculture. This bulletin points out that "the average yield for the United States is less than 1,000 quarts per acre. No grower, however, should be satisfied with such yields. Records of red-raspberry growers in New York indicate that the average yield of good fields is between 1,300 and 1,400 quarts per acre, whereas that of the best fields is as high as 4,000 quarts. Good fields of black raspberries in the same state average between 1,400 and 1,700 quarts per acre, and the purple varieties average between 1,700 and 2,300 quarts."

When you consider that in some areas red-raspberry plantations have been bearing fine crops for as many as thirty-five years without indication of becoming less fruitful, it is obvious that the planter should follow the known methods and make adequate investment in fertilizer, devoting the time necessary to stake and train the canes properly.

The grower who does give his plantation its best chance to produce high yields gains a profit that is a sound return on investment. As with other home garden products, his own roadside stand for fresh or prepared berries yields the biggest profit.

"A large part of the raspberry crop is marketed fresh, to be used in the home for various culinary and dessert purposes," according to Bulletin 887. "In addition, large quantities are canned or are preserved by freezing. . . . No. 2 is the standard size can for packing raspberries.

"Raspberries to be used for pie making, preserving, and other uses generally have been packed in the larger sized No. 10 cans. In recent years, however, fruit to be used in this trade is largely packed in barrels or large cans, either with or without sugar, and frozen.

"Raspberries are also made into jams, jellies, and preserves, and quantities are used for making essences and extracts. The juice is sometimes sold for use as a beverage, and it is used also in the making of ice creams and sherbets.

"Brief directions for utilizing raspberries follow:

"Canning in tins.—Only cans that have been lacquered on the inside should be used for raspberries. Stems, leaves, and defective fruit should be discarded and the cans should then be filled with a certain weight of berries. Hot water or hot sugar syrup should be added, the can exhausted, the top inserted and sealed, and the whole can sterilized. The sterilizing process takes 12 minutes at 212° F. If a syrup is added it should be of the right degree of density to bring out the flavor of the particular variety. Usually the density will range from 15° to 50°. A 50° syrup is made by adding 8 pounds 6 ounces of sugar to 1 gallon of water, and a 15° syrup is made by adding 1 pound 7½ ounces to each gallon of water.

"Canning in glass jars.—If there is no objection to shrinkage, the berries may be put in the jars, covered with a hot syrup of 15° to 50° density, and then sterilized for 20 minutes at 212° F. The covers should be fastened on immediately after cooking. If jars full of fruit are desired, the berries should be cooked before being packed in the jars and less syrup used.

"Making jam.—For making jam the fresh berries may be thoroughly mashed or they may be left whole. If they are used whole, some water must be added before they are cooked; cooking will take longer than if no water is added. Ordinarily sugar equal in weight to the berries should be added before they are cooked. If the fruit is very acid more sugar should be used; if it is mildly acid less sugar will be needed. The jam should be cooked at 212° F. for 20 minutes or until it is of the desired thickness and then placed in jars and sealed.

"Frozen storage.—From 16 to 22 million pounds of red and purple raspberries are frozen each year to be used fresh or by the pie, preserve, and ice cream industries. The berries are picked over, washed if necessary, and put in barrels or smaller containers, usually with sugar. If with sugar, the proportion is 1 part of sugar to 2, 3, or 4 parts of berries, depending on the purpose for which they are to be used. The packages must be placed in freezing storage promptly. Since 1927 an increasing quantity has been frozen-packed in small containers for home consumption. These are mostly packed in the proportion of 1 part of sugar to 3 parts of berries."

A most useful publication is:

Profitable Country Living for Retired People, by Haydn S. Pearson.
Doubleday & Co., Inc., 575 Madison Ave., New York 22, N.Y.

Part Seven

HOW AND WHERE TO PACKAGE
AND SELL HOME PRODUCTS AND
SERVICES

CHAPTER FORTY-SEVEN

Accepted Marketing Practices Available for You

YOU MAY HAVE selected and developed an excellent and needed home product or service, but unless you can sell it at a profit it is almost useless. Men and women who have never engaged in marketing either product or service are often inclined to think that some seventeenth sense or some great genius is involved. That is not the case. There is no mystery about selling, and many men and women with no previous experience have simply used their native common sense, resourcefulness, and determination to successfully market their services or wares. They simply recognize that everything goes through selling processes and that the hundreds of thousands successfully engaged in selling aren't paragons. They realize that to sell they must do something about it. At the outset customers won't simply land in the lap; although, once a home business is under way, it often happens that business is thrust upon the operator. Successful salesmen use the established methods of selling with any effective variations they can devise.

Among the generally accepted ways of selling direct to customers or through the services or establishments of others are the following:

1. Direct to customers from your home shop or lawn or garden
2. Direct to customers from your own or others' roadside markets
3. Direct mail. See chapter forty-nine
4. Telephone. See chapter fifty
5. Woman's Exchanges, co-operatives, craft and guild shops
6. Gift and specialty shops
7. Door to door
8. Sale of others' products through home demonstration
9. Agents
10. Department and chain stores
11. Publicity and advertising via periodicals, television, radio

SALES IN YOUR HOME "SHOP"

You can establish a "shop" or sales outlet in and around your own home, advertise, and sell direct to buyers. Many men and women do this. Before undertaking such selling methods, however, you should consider some of the disadvantages as well as the advantages.

In your own home shop you are your own salesman and don't have to pay commissions. Your overhead is very low. You are your own boss. Your products or services may be such that you have little difficulty in getting customers and the profits can be high. Many have established such home shops, marketing their food and craft products, and their initial efforts have led to establishment of larger shops outside of the home. It is an excellent training process, but it has its problems.

Some of the problems of the home shop are these: You must advertise to get your buyers. If you have advertised and are away when customers come, you suffer a loss. It may be confining. You are subject to constant interruption. You have made your home at least a semi-public place. The time you devote to serving shoppers as well as buyers cannot be devoted to making your products or performing your salable service. You may have to increase the amount of time you devote to housekeeping. Many have weighed these disadvantages and others they see attaching to their own particular operation and have gone ahead successfully.

HOME DEMONSTRATION AND DOOR-TO-DOOR SELLING

Some men and women who like to meet and talk with people and entertain and make money by so doing use their homes for quite profitable home-demonstration parties, and operate from their homes, sometimes with the same demonstration-party products, and sell door to door. It is not at all uncommon for home-demonstration-party women to make \$20 or more per afternoon or evening, having several "parties" a week, and some of them also do door-to-door selling for additional earnings during other hours.

There is a wide range of products available for home-demonstration or door-to-door selling or both. These opportunities are listed in local newspapers and various periodicals. One word or two of

warning, however. There are some companies that provide shoddy products, and you should be on guard or you will impose on friends and relatives and strangers. One good safeguard is to check with your nearest Better Business Bureau. The branches are listed in Part Eight of this book. This bureau has led the fight to rid the country of "gyp" organizations and protect you and your customers.

There are many nation-wide organizations doing billions of dollars of business annually through home-demonstration and door-to-door salesmen and -women. Among them are Stanley Home Products, Westfield, Mass.; Better Brushes, 1910 Arthur Ave., Bronx, N.Y.; Fuller Brush Co., Hartford, Conn.; Doehla Greeting Cards, Inc., Nashua, N.H.; Peggy Newton Cosmetics, Dept. G., Newark, N.J.; Linda Lee Cosmetics, 185 Montague St., Brooklyn, N.Y. There are many others.

Most, if not all, of the companies provide demonstration kits and intensive sales instructions to their agents. Many men and women, setting their own time and operating as independent agents for such organizations, develop a steady and often sizable income. Typically, a woman entering the home-demonstration field will attend one or more demonstrations in process of operation. She will learn how it is done. She will invite friends and relatives—and ask them to invite others—to a home entertainment. There will be refreshments, small gifts, prizes, conversation, cards, radio, and what not to make the affair interesting. The product or products for sale will be introduced at one point during the party and the guest-customers will have an opportunity to buy. The party may last for two hours, seldom longer. Thousands upon thousands earn good livings this way.

Sometimes the products sold at home demonstrations are also readily salable from door to door in communities where such methods of selling are not prohibited. Harry Doehla, of Fitchburg, Massachusetts, handicapped by arthritis, developed his own home business of making greeting cards. By direct mail, he secured thousands of home and door-to-door salesmen for his cards, and it became a million-dollar business.

Illustrative of such greeting-card selling are these reports: "I have sold Doehla cards for 15 to 20 years and my sales increase all the time. I contact friends personally, phone, and by cards through the mail. My Ladies Aid of the First Presbyterian Church sells these cards the year round. I have been card chairman for years. So far this year I have ordered 1125 boxes. One customer recently bought

\$20 worth and I have several large orders on hand."—Mrs. J. R. Simpson, Casper, Wyoming.

"The money I make selling greeting cards is very necessary to help feed and clothe the six of us with present prices. However, I have derived many other benefits. We moved here five years ago and I knew only two people. The past Christmas was my third at selling cards. My circle of friends and acquaintances has grown until I know just about everyone."—Gertrude C. Blancher, Hammondsport, New York.

Youngsters, the middle aged, the retired supplementing their pensions, the handicapped, have found various products that they can sell directly to increase their incomes, either on a pin-money or on a full-living basis.

WOMAN'S EXCHANGES, GIFT AND SPECIALTY SHOPS

For generations women have yearned for creative expression, use of their skills, and increased income at home. As far back as 1878 Mrs. William Chote recognized this yearning and organized the New York Exchange for Woman's Work, now located at 541 Madison Ave., New York City. In organizing the exchange, she established the slogan, "Every Purchase You Make Helps a Woman to Help Herself." The organization still functions actively and other Woman's Exchanges, listed in local telephone books, can be found in numerous towns and cities across the country, operating independently but along the lines of the New York Exchange.

These non-profit Exchanges are customarily backed by women of prominence in the community. If your home-product output is small, your local Woman's Exchange is perhaps your best immediate outlet. The exchange, if your product passes its strict requirements, will put it on sale on consignment. Consignment selling means that your products will be put on sale and you will be paid when they are sold, after deduction of only a 20- to 25-per-cent charge for your share of overhead and other expenses. If the products do not sell, you must take them back.

Products on sale in such exchanges vary according to local regulations but frequently include foods, toys, novelties, children's and women's apparel, accessories, lingerie, linens, various gift items. Your experience in dealing with the exchange and meeting its re-

quirements may be very valuable as you are developing your own home business.

Gift and specialty shops in your local area will oftentimes take your products on consignment, but they may charge 40 to 60 per cent of the sales price, so your own pricing must take this "mark up" into consideration. Creators of home products, craftsmen and others, whose friends want to buy their products or have specialties made to order, have reached the point where they should seriously consider broader markets. You can sell some of your items to friends and to local stores, but if you want to build up more than a pin-money income, you will need to operate on a more professional basis.

A brief and authentic survey of general craft-marketing practices is part of that useful booklet, *The Craftsman Sells His Wares*: "When a craftsman tries to sell his product only two courses are open to him: he must pay someone to do it for him, or do it himself. If he makes the second choice he gives up precious production time and as a result has less to sell. He will do far better, whether he is selling at wholesale or retail, to rely on the middleman or agent and to realize that the agent has certain set practices, can be of inestimable help and must charge for his efforts. The middleman is there because no one has devised a better means of selling that will meet the public demand. Manufacturers realized this long ago and now find the middleman indispensable. The craftsman should regard him as a valuable ally. If he picks his agent carefully, he will benefit greatly. From him he will get advice as to fashion trends, public reaction, prices, and the type of market which is best suited to his particular work. It is the agent's business to know these things and it is to his best interest to impart them to his source of supply—the craftsman. Selling on consignment, except in those instances where complete trust can be placed on the consignee, is not recommended.

"Once a product is developed and properly priced where shall it be sold? There are several avenues open; we start with the least desirable: the local outlet.

"This includes shops, tourist stands, or novelty vendors within a reasonable radius of the craftsman's work bench. These outlets are tempting, but they usually have serious limitations. Unless they are in big metropolitan centers, they offer no challenge to the craftsman and may keep his work at a level lower than his greatest potential. Though they may provide a first step up the ladder the owners of such shops are often not in a position to know the best work or care

for it. Illogically, too, they may have no faith in their local craftsmen, preferring to buy their stock from the large centers.

"A craftsman's own shop, involving him personally in the business of retail selling, is so full of pitfalls that it is rarely advisable.

"Department stores are a second outlet for handmade merchandise but are of doubtful value for a number of reasons. In the first place the buyer for a special department is conditioned by long habit to expect volume from America and to look to European craftsmen for his few-of-a-kind merchandise. True, during the war he turned to American craftsmen for whatever he could find. But unless the American craftsmen can continue to do superior work now that the war is over the buyer will revert to his life-long habits of buying abroad. Secondly, each department must show a profit and profits come from volume sales which are easier to achieve through quantity manufactured goods. While there is a field for the craftsman through the department store it will only be for prestige merchandise. It is highly competitive and will usually require continued production. It should not be attempted without the advice of an agent who is constantly in touch with the demand.

"The best gift shops, well established and with a regular clientele, are the ideal outlets for craft. There are many of them scattered throughout the country. They are patronized by the group in the community who appreciate high quality and are willing to pay for it. These shops depend on the unusual for their merchandise, on things which department stores do not carry. They do not place large orders which a craftsman cannot hope to meet and which might push him into over-expansion with its evil result of inferior execution and quality. Many of them will buy 'wholesale-in-limited-editions' as well as individual pieces. Those shops are the master craftsman's friend."

SELLING TO DEPARTMENT, CHAIN STORES, AND MAIL-ORDER HOUSES

Buyers for department stores, chain stores and mail-order houses are constantly on the alert for salable new products. You can locate these buyers by inquiring in stores in your own area or in the directories listing branch offices. If you have a good product, and if you have samples of the product that you can reproduce without variation and in sufficient quantity, you need have no hesitation about

approaching these buyers. They are fine and shrewd businessmen and -women whose advice may be invaluable to you. Put on your best dress and hat if you are a woman, or your best suit topped by a haircut and a shave if you are a man, and march in and sell your wares.

Should the buyers accept your product for testing or for certain sales, you will have eliminated all further selling problems and you will have no credit risk whatever with well-established houses. They will be interested only if you can assure them of delivery of your product in quantity and of a uniform quality. There is a variation in "mark ups" according to store and product and location, but as a rough "rule of thumb" you can figure that a product for which you must receive \$1.00 must be one that can be sold retail for \$2.00; the store needing that mark up to cover its costs and provide a profit.

Department stores and chains such as W. T. Grant Company, J. C. Penney, Kresge's, and Woolworth's, are logical markets for almost any items such as they sell regularly, but it must be kept in mind that they are interested in large-volume sales and you might go slightly "mad" trying to produce your home product on a scale large enough to satisfy such markets.

There is no mystery involved in presentation of your project to the buyers. You show your samples and tell your story simply and discuss the details regarding your production, shipments, prices, etc.

You follow the same processes in selling to representatives of mail-order houses which are particularly on the alert for novelties and a wide variety of appealing gift items. Frequently, with some of the smaller mail-order houses, your volume of production need not be as large as it would have to be for a department store or one of the chains. You may deliver your product to a place designated by the mail-order house, or, in some instances, you will fill orders received from the mail-order house and ship directly from your own home. Customarily, the mail-order house will test your product on a small scale, but before testing they will want to be assured that if the test is successful you can quickly swing into larger production so they can follow up the test with considerable advertising and large-volume sales.

AGENTS, JOBBERS, AND WHOLESALERS WILL SELL FOR YOU

If you are sure you have a good product and are able to produce in quantity, you can locate agents by inquiry through wholesale houses handling your type of product. If your product is one that should logically be sold through gift shops and you want an agent to do your selling for you, you can inquire of America House, 32 East 52nd St., New York 22, N.Y.

Your agent will charge a commission which is open to negotiation, but customarily it will be 10 to 20 per cent, and a good agent earns that commission. He may find outlets you never dreamed of and give you guiding advice that is valuable.

The agent as well as the jobber, who buys many things from a variety of sources and then sells them to interested stores, may be interested in smaller outputs and special items. Because of their familiarity with the established outlets, both agent and jobber may be invaluable to you. Keep in mind, however, that if you can make your own sale you save or "earn" that percentage that would otherwise go to agent or jobber.

Unless you are well along with sales and production, the wholesaler is probably out of your business world. If, however, you are operating on a sizable scale, the wholesaler, who buys from manufacturers for resale to various outlets, may prove to be invaluable. Wholesalers can be located in business and classified telephone directories.

HOW TO GET PUBLICITY AND ADVERTISE

Don't be bashful, don't hide your light under the Biblical bushel, don't believe that better mousetrap story attributed, perhaps erroneously, to Ralph Waldo Emerson. America is a nation of publicity and advertising. Get your share and it may help you to make a fortune. You get it by planning for it and asking for it. You will get free publicity that may establish you in business if your product is good, if you figure out interesting or unusual angles, if you are an interesting person.

Your local periodicals, radio and television stations, are always on the alert for stories about interesting people engaged in interesting

occupations—particularly if there is some colorful angle involved. Study your product and review your activities to see if there is not some one angle or two that can be emphasized to make you and your activity or your product of interest to the general public.

When you have your appeal figured out, simply make calls or use the mail to reach the newspaper or magazine or radio or television program director you think might be interested. Newspapers or magazines may find you and your product involve material for a good human-interest story. *American Magazine* has for years publicized interesting people and their work and their products. Clementine Paddleford, noted food editor of the New York *Herald Tribune*, frequently includes in her columns stories of men or women who have developed delicious food products. Her stories have frequently prompted floods of orders. Other columnists and feature reporters do the same, week in and week out. They may almost throw professional publicity agents out of their offices, but it is amazing how often they welcome a simple, straightforward approach from an earnest man or woman who will make good reading. New York was a big city to Barbara Holder, 22-year-old from Bloomington, Indiana. She had made her Bathket, a waterproof basket container for bath accessories. She needed publicity to get the interest of a cosmetics buyer for a department store. She studied the city papers, marched into the *Journal-American* editorial offices. City editors are supposed to be hard-boiled but this one, who would have dodged a professional, was interested in a girl who frankly said she had something she wanted to publicize. He had her interviewed and pictured with her Bathket. She got more publicity. She got orders from department stores. She was in business. Editors won't bite you. Radio and television programs welcome interesting people, and you probably qualify if you have developed your product so that it is worthy of sale. Go after publicity. It can be yours for the asking.

Look about you in your own community for opportunities to "plant" a bit of publicity. You can send items about your work to your local editors. It is well to supply a sample of your product and charge that off to advertising. If you have pictures, maybe they will be welcomed. You may get publicity by appearing before clubs and other groups, or in their bulletins and announcement sheets. Countless items you have read in papers and magazines stem from a publicity approach. If there is a good interesting angle,

the periodicals waive the publicity angle and offer the pictures and material as legitimate features, which they are.

If you happen to know a writer or an advertising man or woman, they may give you good advice and help you along the way. The writer of this book welcomes letters and "publicity" from men and women of achievement and often publicizes them in books and magazines.

If you want to do direct advertising, your best approach is to study the advertising used by others who have similar products or services to sell. Unless you are ready to advertise on a sizable scale, an agency will seldom be interested. But never be afraid to approach an advertising man or an agency for advice. They may "take you on" or direct you to someone who will gamble on you and help you out.

You can, of course, place your advertising directly with any periodical. You can experiment and test with small lineage whenever you have products available to fill orders you may receive. Local papers will often provide someone to help you prepare your advertising and advise you. Get acquainted with their offices. Virtually all advertising mediums will provide rate cards on request. From these you can figure the cost of your advertising, whether it be for a classified newspaper ad or a full page, or time on radio or television programs.

PLANNING YOUR MARKETING PROGRAM

Here the writer and the reader of this book are indebted to the U. S. Department of Commerce for a checklist that can be of inestimable service to you in the profitable marketing of your new product. The checklist is also indicative of the type of information that can be secured in booklets costing only a few cents, yet giving you concentrated business experience. The checklist is from a guide-book by Gustav E. Larson under the general supervision of Nelson A. Miller, chief of the marketing division of the department, and available in full from the U. S. Government Printing Office.

CHECKLIST TO HELP YOU INTRODUCE YOUR NEW CONSUMER PRODUCTS

The users of the product:

1. What types of consumers will use the product?
2. How many potential prospects are there?

3. Where do they live?
4. Will the price of your product meet their requirements?
5. Will your product's price compare with existing products and with similar products which may be introduced?
6. Is the market likely to expand or contract in the next two, five, or 10 years?
7. How often will consumers buy the product?
8. Will the product sell evenly throughout the year, or seasonally?
9. What features of the product appeal most to consumers?
10. Are the products of this kind usually bought: for cash; on open account credit; time payments; or, on an installed basis with the expectation of service?
11. If bought on an installed basis, will the price include cost of installation?

Competition:

1. What competition will your product face?
2. What is the reputation of competitive products?
3. Are manufacturers likely to enter the field with similar products?
4. Can any competitor bring out a seriously competitive item quickly?
5. Will marketing your new product cause competitors to give you additional or keener competition on your regular line?
6. How does your company stand in relation to competitors in the field to be served by the new product?
7. Will you use your company name on the new product, or will you build up a brand name for it?
8. Can your product compete favorably on a price basis with similar products already on the market?

Manufacturer's price policy:

1. Do you know what your price policy will be?
2. Have you determined who will be entitled to discounts and allowances?
3. Have you set up a discount and allowance schedule for distributors, wholesalers, retailers, and others?
4. Have you decided on your f.o.b. net-pricing point and policies affecting credit, collections, returned goods, consignment, order cancellation, and retail-price maintenance?

5. Have you considered insurance and transportation costs in determining your price?

The sales program:

1. Can your existing sales setup handle the new product?
2. If so, will changes or additions be necessary?
3. If a separate sales force will be required, have you determined how to set up, how many and what kind of men you will need, how to pay them, etc.?
4. Have you an existing promotion and advertising setup which can handle the new product?
5. Have you a satisfactory advertising agency connection, or are you planning one for the new product?
6. Have you decided on the details of the advertising program?
7. Are you familiar with sales-promotion practices followed by distributors in this field?
8. Are you familiar with sales-promotion and advertising practices of competitors?
9. Are you familiar with sales-distribution channels of competitors?
10. Have you determined what type and how much sales-promotion assistance you will give your own salesmen?
11. Are you planning an organized publicity campaign (as distinguished from advertising)?
12. Will your promotion and advertising budget be based on:
(a) cost of attaining a definite objective; (b) percentage of estimated sales; (c) an arbitrary sum; (d) some other system?

Legal and related problems:

1. Is the new product patentable?
2. Is its trade-mark protected?
3. Are all claims to royalties or other indemnities settled?
4. Do royalties limit the market for the product?
5. Is there anything in the product, its labeling or advertising, which may cause you to become involved in a possible violation of federal, state, or local statute or ordinance?
6. Will codes, trade agreements, etc., restrict its sale in certain areas?
7. Is there anything in your pricing policies, trade practices, or

selling setup that might involve a violation of federal or other statute or ordinance?

8. Have local tax and other problems been considered?
9. Have all transportation problems been considered?
10. Are there any special postwar regulations which affect your product?
11. Are there any labor or union regulations which might affect your product?
12. Are there any other problems, peculiar to your product, that should be considered?

CHAPTER FORTY-EIGHT

Fortunes in Roadside Marketing

OPPORTUNITIES FOR part-time, full-time, seasonal, or year-round home business at the roadside are increasing yearly as more millions of autos roll along highways carrying shoppers, eaters, sleepers, and ready cash—motorists spend over \$6,000,000,000 annually on their vacation trips. Perhaps as a child you set up a roadside lemonade stand and, without paying mother for the lemons and sugar, you profited. That simple process of roadside marketing, adjusted to include costs, ranges today from the sale of jellies in a little stand to great supermarkets for produce, furniture, antiques, or whatever tourists and neighboring shoppers are likely to buy, and that includes almost anything.

Men and women who live by the highways have a highly remunerative business prospect that beckons. Thousands more may well consider securing locations on or near roadsides so that home is combined with business that sends sons and daughters to college and provides retirement income far beyond that available in most pension plans. The roadside is available and countless millions of customers roll by and can be tempted to stop and buy. What you do about it is strictly up to you—so you may be interested in what others have done in the way of securing income at the roadside.

Starting with an idea, 500 borrowed dollars, a sign: "Dates—Wholesale and Retail," Russ Nicoll and his wife and daughter garnered \$3500 their first year with a roadside stand on Highway 99, near Thermal, California, and a few years later, with additional products, had an annual business of more than \$150,000. Russ Nicoll says that a man "with imagination, enthusiasm for work, and a family willing to play along with him," can make his own bonanza by the roadside almost anywhere in the U.S.A.

"I could have done the same in other places with nuts, hams, fish, cheese, pottery, weaving, or any local product distinctive enough for my customers to talk about," Russ Nicoll reports through the well-known writer Frank J. Taylor in the *Reader's Digest*. "It's a rare part of the country that doesn't produce something better than you can find anywhere else.

"There's a fellow on Foothill Boulevard with a couple of old railroad refrigeration cars," he said. "He brings down delicious mountain apples and sells them chilled. I know a man who started a place under some walnut trees and specialized in nuts. Now he has one of the busiest eating places in the state. Another man did the same with berries. I send orders regularly to a fellow who specializes in cheeses, and to Massachusetts for fish. There's a fellow up in the Sierra Nevada who sells a wild honey at \$1 a pound. There's no limit to the products in this country, especially things to eat, that can be developed by imagination combined with integrity. If I were a young fellow making a new start I'd lose no time grabbing off one of these opportunities by the roadside."

BASIC TIPS FROM THE EXPERTS

Multiple opportunities are recognized by the N. Y. Department of Commerce, which, through Miss Jane H. Todd, deputy commissioner in charge of the Woman's Program, has issued these remarkably valuable and concise tips for anyone contemplating roadside marketing:

Location—First of all, your site. Choose carefully, avoiding road sections with depressions where mud accumulates, or where there are heavy tar patches. Keep away from the bottom of a hill on the down side of the road. A fork in the road, or a single corner, makes a good location, but a "four corners" is not for you unless yours is an extremely large affair. Select a spot with natural landscaping; a

big tree if it's possible, and plan plenty of "pull off" space. If you must choose a treeless site, plan for a big, spreading umbrella, or some other artificial shade. If your cornfield—or any part of it—can be planted to provide a natural background, so much the better. It practically shouts freshness! After your choice is made, make a traffic count of your own. Cars headed home will stop to buy more often than cars starting out. Try to be on the "going home" side.

Structure—Next in importance is the stand itself. Remember that this is a seasonal market and the investment, therefore, should be relatively low. Use simple materials that fit the surroundings, and that suggest the farm itself. Many people have been successful with a rustic structure of treated logs or weathered shingles, or have built with shiplap or wooden siding and painted it vivid green and white. The tips are: Keep the whole design functional and basically simple. Insulate the roof and weatherproof the entire structure. Excellent plans may be obtained from Cornell University. (Cornell Ext. Bull. 466, Cornell University, Ithaca, N.Y.) If you intend to sell some of your jellies or preserves, adjust the plans to include a window in the back wall with shelves across it for display purposes. A corner cupboard is convenient, too, for samples of other homemade products and to add eye appeal. An old-fashioned rocker, touched up with gay color, will add a homey touch and prove its worth on many a scorching afternoon.

Signs—Signs are almost of equal importance to the stand itself and should have a professional air. Avoid small cluttered signs and amateurishly lettered ones. The number of signs is largely dependent on the traffic. On a rapid-traffic highway, two should be used; one a half mile in advance on either side of the roadside stand, and another about 100 feet ahead of the stand. On secondary roads, one sign about 150 feet in advance is usually sufficient. The owner's name should appear on the side of the stand and again on the top, in simple, block-type lettering. If the stand specializes in certain products, a seasonal sign may be put on top of the permanent one ("Can tomatoes now"), or may be placed alongside the stand itself. The text of the sign is best if factual and starkly simple; the text short with the "homey" touch, stressing selling points. Avoid comic signs. Be sure the signs are dignified and down to earth.

Selling techniques—Arrange vegetables and fruits according to color. Keep moist and fresh. Painting measuring baskets to fit in with general décor is a good touch. Baskets should be kept immaculately

clean. In front of the stand, place samples of vegetables and fruits. Keep permanent stocks in back where they may be kept cool and in darkness. On the ground in front of the stand, display only large staples. It is advisable to grade carefully, offering seconds at sharply reduced prices. Quality must be maintained throughout. If possible, place the best vegetables and fruits in the bottom of baskets, and try to keep on hand a supply of varying ripeness. Avoid mixing too many types of products. Baked goods are better sold only with flowers, eggs, and dairy produce, and should be cellophane-wrapped.

Try seasonal displays (pumpkins for Halloween), and if you are on a well-traveled road, open your stand again in December for Christmas greens and for yuletide delicacies on order. Use "approach displays" only if there are two persons on duty at the stand. Otherwise, children frequently handle and bruise fruits and vegetables while an attendant is waiting on a customer.

Keep all your surplus materials, bags, string, cartons, etc., out of sight. Flowers from your garden, or wild flowers from your neighborhood set out in simple stone crocks are sellable. Printed penny postcards pointing out special attractions and handed out with each package bring repeat customers. For example, in midsummer, hand out cards advertising your peach crop, or a little later, your apples. Mail-order business can build up quickly. Point out interesting spots in the neighborhood or any unusual folklore—anything that will make your particular stand memorable. Get customers' names for mailing lists, if possible. If you are in a rural area and there is an R.F.D. list, use this, too. Concentrate your advertising in nearby centers of population in order to build up permanent trade. If you are on a secondary road with a long stretch between gas stations, it may pay to have a small sign allowing the use of toilet facilities. Mothers with small children appreciate this, and father frequently buys heavily while waiting for the family.

Personnel—The personality of the salesperson is tremendously important. You need enthusiasm without overzealousness and a very real interest in people.

A knowledge of stock, of the surrounding area, coupled with alertness and friendliness will build up for you a "repeat" trade. Tie in your costumes, too, with the rural theme—stick to simple cotton dresses and, for convenience, wear big aprons with deep, slim pockets to hold change, bills, and pencils. And see to it that the

dresses and aprons are as fresh and crisp as the vegetables themselves.

Pricing and Measurement—Never overprice. Your selling price should be on a par with store prices or a little less. For higher profits, plan in advance for varieties that mature early and a resultant supply of "first-on-the-market" fruits and vegetables. Remember that traffic—and sales—are usually higher on Saturday and Sunday and keep your stand open through the rush periods. Never appear to be penny-pinching. Figure cost of bags, baskets, and string ahead of time and include these in your price. To economize in wrapping does not pay.

Summarized briefly, the success of your roadside stand is dependent on these five things:

1. A large number of potential permanent customers—whether these are from a neighboring city or from traffic traveling to and from work.
2. Produce that is fresh, of excellent quality, well displayed.
3. A fair price—and that means a price fair to both operator and customer.
4. An attractive, well-run stand open for business when the customer wants to buy.
5. Courteous, friendly service.

And above all, NEVER GYP THE CUSTOMER.

"SERVE-YOURSELF" CUSTOMERS LEAVE \$100 A WEEK END

Although most roadstands require at least one and, as business grows, two or more in attendance, it is even possible to do business on the highway *without anyone at the cash register!* The writer Edwin Diehl tells us how this has been done successfully:

"Ed Price of Port Murray, New York, lifted his small part-time business to prominence as well as profit by following the lead of big business in dealing with the public. Ed has a small apiary, but the shingle that hung from a tree in front of his home advertising honey didn't pull in ten customers a week. *His bees were producing honey twenty times faster than he was able to sell it!*

"What, he asked himself, did the big chain stores do to stimulate business? And how could he, Ed Price, get the motorists speeding past his door each day to stop in and buy honey? Self-service was

the answer to the big chain grocery stores, but who ever heard of a self-service road stand?

"Ed Price had enough presence of mind to know that some of the screwiest ideas attracted attention and would best speak up for his business. Over the weekend he constructed a small stand. He painted two large signs: "Honey—The Health Sweet: SERVE YOURSELF." He marked the prices on the jars, placed them in an attractive array on easy-to-reach shelves. He placed signs 300 feet from his stand on the road, dropped five dollars in change in a bowl on the stand's counter, and sat back to wait.

"On the first weekend Ed Price took in \$100. Strangely, Ed didn't lose any money because of theft; in fact, he found he had a dollar more in the kitty than he should have had.

"One of the first Sunday drivers to spot the unique road stand was a Newark *Evening News* reporter. He purchased some honey, then visited with Ed Price. A week later the story of the nation's first self-service road stand was a big feature in the paper. The Associated Press carried it over its nation-wide wires. Ed Price's sales began to boom. *Today the bees are working overtime!*"

HUNGRY TRAVELERS LEAVE DOLLARS FOR HOME BUSINESS

Although unique appeals are not absolutely essential for luring the dollars of a hungry motoring public, they are always helpful. For instance, several efforts were made to lure diners to an old toll-house on the highway at Silver Springs, Maryland, not far from Washington, D.C., but without success. Then "Mrs. K." opened Mrs. K's Toll House with the added attraction of an outstanding collection of rare Lutz glass—and the curious came and remained to eat. Walter Knott, his wife Cordelia, and the children, didn't have a special attraction other than their fine berries and excellent cooking at the beginning of their roadside business, but when Mr. Knott accumulated a lot of western antiques and established a reproduced "ghost town," the curious came in larger numbers and the business increased tremendously.

The inspiring story of the Knott family success, as told in the *Reader's Digest* by Frank J. Taylor, is well worth the study of a man or woman or entire family contemplating establishment of a roadside business:

"In 1940 over 100,000 cars stopped at a roadside farm known as Knott's Berry Place, on a highway near Buena Park, 22 miles south of Los Angeles. In exchange for country fried chicken, berry pies, fresh produce, nursery stock and cut flowers, the occupants of these cars left \$509,031 with Farmer Knott, who promptly passed on much of it to his neighbors. I never saw such an establishment!

"In 1920 this region supported only a handful of rural families. Today the Knott place is surrounded by a thriving community. Walter Knott, still the farmer, in shirt sleeves and baggy trousers, explains his success simply: 'I'm lucky to have a family that works hard and pulls together.'

"It has been a pull, too. Knott and his wife, when they were married, struck out to homestead on the Mojave Desert. To feed his growing family, Knott worked in the mines between crops. Finally, flat broke, he gave up homesteading and moved to a vegetable farm which he ran on shares. In a few years, with hard-earned savings, he leased 10 acres of land—now a part of his berry farm. He had begun to buy the place at \$1500 an acre, the prevailing boom-time price, when in 1929 values toppled to \$350 an acre. Neighbors told him he was 'crazy to keep on paying for that land.' Knott didn't think so. He stuck to his guns and his bargain.

"Noting the wide spread between wholesale and retail prices, Knott opened a roadside stand. Here his wife, son and three daughters sold berries and served pie and coffee while Walter Knott farmed. They built a small dining room and added fried chicken to the menu. The enterprise flourished. On peak days Knott and his wife dressed chickens and baked pies long before daylight. During these busy years they raised their holdings to 120 acres, 80 of which are now planted to berries.

"Walter Knott was forever experimenting to find better farm products. He found an exceptionally delicate red-stalked rhubarb and popularized it as cherry rhubarb. He discovered and grew a superior asparagus. Seeking better berries, he planted some 40 varieties of blackberries, raspberries, loganberries and strawberries.

"One day a Department of Agriculture official called to inquire about a Rudolph Boysen who was said to have originated a new berry. Knott had never heard of Boysen but he joined in the hunt. When they located Boysen they found that he had indeed originated a new berry, a cross between blackberry, raspberry and loganberry, but had abandoned his experiments. His neglected vines were

barely alive. Knott moved them to his berry patch, where, after careful cultivation, they bore fruit of prodigious size and superior flavor. From that handful of roots Knott has raised boysenberry stock and shipped it to every state and 15 foreign lands.

"Soon customers flocked to Knott's roadside stand for his big juicy berries, often an inch and a half long and so fat that 60 of them filled a pound basket, as contrasted with the 120 to 160 ordinary ones required to make a pound. Deep, 10-inch, three-pound boysenberry pies baked by Mrs. Knott sold for 50 cents apiece. On Mother's Day, Mrs. Knott and her helpers have baked 784 pies; on a normal day they bake 200. To have berries the year around, Knott quick-freezes 150,000 pounds every summer.

"At the end of the first year Knott doubled the size of the dining room. Later additions have brought the seating capacity to 600. The once-small kitchen now is 100 feet long, and 60 women can work in it at the same time.

"In the kitchen Mrs. Knott is boss and will have no professional chefs. When she wants help she hires another farmer's wife. She serves only three-and-one-half-pound Rhode Island Red and Plymouth Rock chickens, raised under carefully prescribed conditions by 35 neighboring farmers.

"Son Russell runs the roadside market, which sold \$108,234 worth of fruit, pies, preserves and chicken over the counter in a single year. Daughters Virginia and Elizabeth are co-bosses of the dining room, and Marian is in charge of the flower shop. The girls hire their school and college friends for waitresses and bus boys, and every week-end during the season 60 to 80 college students earn \$8.00 to \$15 apiece. The Knotts at peak periods give employment to 400 people.

"Once Walter and Cordelia Knott let the youngsters run the business while they went touring. 'All the way across the country we saw farms near centers of population waiting to be turned into humming roadside businesses,' Knott said. 'All they needed was a family looking for an opportunity and willing to dig in. What we have done can be done by any family that's taken an economic beating and been toughened to work.'"

Reading the story of the Knott family one might say—"Oh, but they were lucky to develop a special berry and I wouldn't dream of building a business like that—it's too big." The point to register is this: The Knotts started only with little produce and some berries in

a sparsely settled area and set up a little 10' x 16' shed and started making money at the roadside. They didn't set out to do a half-million dollar annual business. They set out to make some money at home. They *made* any "luck" they had by getting started and cashing in on their own resourcefulness. And they are not the only ones.

You have undoubtedly driven by or stopped at many roadside eating places and figured that they were launched with a lot of credit or cash. Actually, almost all of them started in a very small way, frequently taking advantage of regional appeals. You may have stopped at the roadside Clam Box near Cos Cob and Greenwich, Connecticut, on the Boston Post Road. That fine establishment with its branches elsewhere was once a tiny run-down shack. I stopped there in its early days and had the best seafood meal I have ever eaten. Mama Gross and Papa Gross and the children were at work there, and because what they offered was so desirable their establishment grew and grew into a highly profitable business and thrives year after year. Discriminating Manhattan, Westchester, and Connecticut diners drive scores of miles to leave money at this family roadside place. Drive from the Clam Box on the East coast to Perk's Place at Tujunga, California, and there you will be served Mexican foods such as tamales, chili, enchiladas, and tacos. Deebert Perkins set that place up on a "shoestring," a little roadside place with stools, without any previous restaurant experience, and within two years was clearing \$700 a month profits. A large part of his business is done with paper carton "take away" foods.

Obviously the open air and the open road stimulate appetites, and from your own observation you know that well-located, inviting, and sometimes not-so-inviting roadside eating and refreshment places pack in the cash customers. Those who can offer no regional specialties such as Mexican foods and seafoods use the good old standbys such as hot dogs and hamburgers. And other refreshment places offer cold cherry or apple cider by the glass, or in jugs to take away—or both. One place in New England refreshes the traveler with a specialty of big milk shakes, and from coast to coast there are cold-custard stands, and places to stop for cokes or coffee or ice cream and in nearly every instance one specialty leads to side lines that often overshadow the beginning specialty.

ANTIQUES, REGIONAL HANDICRAFTS, SOUVENIRS ON THE HIGHWAY

From their homes, with displays on the lawns near the roadways, or from specially established stands or old barns, a multitude of roadside specialists offer an almost limitless variety of products other than food.

In southern areas there is direct sale of rope hammocks and orders taken for shipment to the tourist's home. In the Southwest the stands offer Mexican pottery and Indian blankets and trinkets. In New England and other older areas the antique business in homes and sheds at the roadside does a steady and highly profitable business. In all areas there are roadside-minded folk who set up stands supplied by local craftsmen—various fabric articles, metal and wooden lawn ornaments, weather vanes and the like in variety too broad to list outside of a big catalogue.

Through the co-operation of federal and state departments and state colleges of agriculture, 200 or more roadside and demonstration markets have been established. There are such supervised markets for food, dairy, poultry, and other products in Alabama, Arizona, Arkansas, California, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maine, Michigan, North Carolina, Pennsylvania, South Carolina, Virginia, Washington, and perhaps other states. You can secure detail on such established markets and the aid of specialists from your county agent or state college of agriculture.

CHAPTER FORTY-NINE

How to Make Money at Home by Mail Order

THERE IS NO mystery about making money at home by mail order. The fun you have in the process is a bonus. Selling by mail is nothing more nor less than a type of merchandising. The principles of this method of putting more than 100,000 mailmen to work for you

can be mastered by an average man or woman, young or old. The proved methods, when mixed with the common sense and determination of an average individual, can be successfully applied either part time or full time and in your own home.

The place where you now are, whether it be in the country, small town, or city, is the place from which you can operate to add a few hundred or thousands—even many thousands of dollars to your present income. There are part-time mail-order operators who net from \$2000 to \$5000 annually. Some who started part time have dropped other endeavors to devote full time to mail-order selling, thus gaining incomes of from \$5000 to more than \$20,000 a year.

If such earnings interest you, it is easy for you to start on a small scale and keep your operations at a desired level. Surprisingly, however, you may find yourself with a thriving small business at your command. The only “magic” in home-mail-order operations is the very fact that you can establish yourself in business with so little capital and have a chance to develop a small fortune. Some home-mail-order enterprisers have started with as little as \$100 capital, but that is rather small except for “pin-money” operations. Many started with a few hundred and developed more rapidly increasing revenue.

WHY “DIRECT MAIL” IS TEMPTING

Examine a number of reasons why the home-mail-order activity is particularly inviting:

1. It lends itself to part-time endeavor so it can be fitted in with your other activities in keeping a home or earning a salary elsewhere.
2. It is comparatively easy to transfer part-time operations to full-time activity after the initial processes have been worked out.
3. It is an ideal one-man or one-woman business.
4. Age is no particular factor. Young or old can enter the field; and more and more people in or nearing retirement can find mail-order activity particularly well suited to them.
5. Location is of no major importance as mail-order activities can be carried on from a farmhouse or a city apartment—your own home.
6. Very little initial capital is required as you need not invest in expensive equipment, leases, etc.

7. Long and expensive training and advanced education are not essential, even though always desirable. An excellent booklet on the mail-order business, published by the U. S. Department of Commerce, states: "The mail-order business is unique in that it can be started with a minimum of capital and without any specified set of experience. In mail-order work, anyone with imagination, determination, and a willingness to study and experiment, may have very little difficulty in getting started. This is almost a perfect example of learning by doing."
8. Distribution of mail-order products and services is available locally or nationally through your postal services.
9. Prospective customers are not confined to a small local area with intensive local competition.
10. Mail-order buying is steadily on the increase and many millions of individuals are accustomed to this method of "shopping."

There are a number of more or less obvious reasons why mail-order business has grown into the billion-dollar classification with many millions of steady customers. Here are a few of them:

1. It's easy to buy by mail. It is easier to fill out a coupon or write a letter to a mail-order house than to get shaved or doll up the hair and go to a store and be pushed around.
2. It's often cheaper to buy by mail. Mail-order houses don't have to pay for premium store locations and all of the heavy overhead of a fine "front," and that can be reflected in prices. A postage stamp eliminates the cost of bus or subway or gasoline and car parking, etc.
3. There is no pressure of salespersons across the counter. The mail-order buyer is subject only to the "pressure" of the direct-mail letter or other form of mail-order advertising, and can make up his mind at his leisure.
4. Many customers like the idea of sending away for goods or services they desire and enjoy receiving packages in the mail.
5. Frequently articles and services that can't be found elsewhere are made available by mail order.
6. It is a definite, almost imperative service for large numbers of customers who, because of isolated location or physical restrictions, cannot get to shopping centers without great difficulty.

THE THREE TYPES OF MAIL-ORDER BUSINESS

For these and other reasons, three broad types of mail-order business have been developed with each type to some extent overlapping the others:

1. The large, general mail-order house carrying a large stock of a variety of items that may range from birdseed to automobiles. This type of house depends almost entirely on catalogue selling and supplemental sales through regional stores.
2. The manufacturer who sells direct to customers, or to retailers or jobbers, who in turn may sell to agents and other outlets.
3. The specialty mail-order operator who sells one item or a line of somewhat related items direct to customers.

This third type is the one that is of primary interest to the home-mail-order operator. Strictly speaking, there is a difference between "mail-order" and "direct-mail" selling, one depending almost solely on selling from printed matter sent through the mails, and the other depending on orders secured through coupons and other appeals by use of space advertising in periodicals. So many home-mail-order people use one or both of these methods, we will use the terms interchangeably in dealing with selling where orders prompted by advertising or letters are received and fulfilled by use of the mail services.

The specialty mail-order operator may be the Southern woman who, without previous mail-order-selling experience, used the mails to sell thousands of pounds of fruit cake and thus support the family. Up in the Green Mountains of Vermont "The Honey and Apple Man" sells his apples and honey spread by letter to people whose names are on available lists. In the servants' quarters of a lovely home at Highland Park, a suburb of Chicago, are the offices of Northmore Home Products, selling a variety of specialties by mail.

Before reading in detail about how you can establish your own home-mail-order business, step into the converted servants' rooms of that Highland Park home and meet Whitt N. Schultz, who in less than four years nursed a \$1200 investment into a business grossing over \$100,000 annually.

When Whitt Northmore Schultz doffed an army sergeant's blouse after four years in the army, mostly overseas, he was still on the sunny side of 30 and interested in selling a brass holder for a stamp roll and paper clips. He could reach no more than 10 prospective

buyers daily, and consequently sales were not up to expectations.

In an effort to reach more buyers, Mr. Schultz devised a little 2½-inch advertisement for the gift and housewares section of the New York *Herald Tribune*. That was in November of 1947 and that one little \$80 advertisement brought in about 900 orders at \$3.50 the copy. Right there Mr. Schultz found himself in the mail-order business.

Continuing to advertise his product in newspapers and magazines as well as in direct letters to prospects, Mr. Schultz studied various details of mail-order selling and added a number of products to the Northmore line. These products include a cling-to-you apron, a medicine cabinet Tidy Shelf, a personalized coffee server, the Master Key vacuum can and bottle opener, flower-pot stands, shears that cut and hold a grip on flower stems, a cellophane-tape dispenser, and other items calculated to intrigue the interest and lure the cash of buyers by mail.

These mail buyers, a multitude, are waiting for you and the products or services you have to offer. Immediately on deciding to explore this field for your own home-business purposes, a number of questions will arise:

What will you sell? From among the hundreds and thousands of possibilities, exactly what product or service will you select?

Where will you get it?

To whom will you sell it?

How much will you charge?

Will you use space advertising in periodicals or direct-letter mail?

How will you prepare the copy?

How will you get started?

You will get started in your own home-mail business by not letting such questions dismay you in any way. Anyone beginning a new project has a lot of questions that require precise answers. The answers to the above and many other pertinent questions relating to mail-order selling will be given in these pages, so that you can profit by the experience of thousands of others.

HOW TO SELECT YOUR MAIL-ORDER PRODUCT OR SERVICE

Literally, almost anything that people desire or need can be sold by mail, but let us use common sense and stay on safe ground. Some-

one may package ice-cream cones in dry ice and dream up a sales appeal that would make it possible to sell them by mail, but shipping problems, cost of sales, and the like would make the trick rather hazardous. Seriously, however, there is available to you a multitude of articles and services, some of them rather ordinary but made entrancing and salesworthy by clever appeals.

Your own observation of direct-mail letters you receive and the mail-order advertisements in newspapers and magazines and "on the air," will make it clear that potentially profitable mail-order items fall into these three classifications:

1. *Products.* This is merchandise, staples such as food and clothing and cigarettes, or specialties such as gift novelties and home-handicraft items.

2. *Services.* These are personal services such as consultation in special fields, mending of garments for bachelors, typing of bills or manuscripts, baby sitting, catering.

3. *Information.* This involves correspondence schools, instructional pamphlets, collections of intriguing recipes, booklets in special fields.

There are thousands of variations involved in these classifications and your own special appeal to buyers may well be a money-maker. You will do well in making your own selection to be guided to some extent by the type of article or service you would enjoy handling. Mail selling can become as fascinating as the most challenging of games. If you are to live with it, you may as well get some fun as well as profit. As an illustration, if you love books and hug the home fireplace, you would be well advised to consider selling books by mail rather than be inspired by Edward A. Myers. This Princeton, New Jersey, man, wearying of town life, craved out-of-door work and established his Saltwater Farm at Damariscotta, Maine, from which he sells lobsters and steamer clams direct by mail from the lobster and clam beds to your kitchen or outdoor fireplace hundreds of miles away.

It is the "twist," the "extra ingredient," the "special appeal" in direct mail that makes business possible for a Myers. As a general rule, the beginner in mail order should not try to sell staple merchandise, as he will have established competition in local stores almost everywhere and a low margin of profit. But if he can glamorize the staple product or add something extra to make it more appealing, success may well be attained.

Books, for instance, are staple merchandise, but *something extra* was added when book clubs were conceived. The clubs gave the members selection and the direct mail provided delivery in the home. And the clubs, by mail, reached hundreds of thousands in small towns and country areas where bookstores were not readily available.

It is the matter of availability that lends great possibilities to the specialty item or line of products. The specialties have *novelty* and *exclusive* features and often can be secured only by direct mail. This is a field to be carefully considered by the new mail-order businessman or -woman, and particularly if there is logically a broad mass appeal in the item offered.

Specialties or novelties of your own manufacture may well have a mass appeal, and the mail-order operator who controls his own supply of products is in an ideal position. Each week sees the introduction of new inventions and gadgets on the market, and while many of them fail either through fault of product or inept promotion, there are many that do succeed and yours may be next.

Valuable detail on commodities of your own make for mail-order sale is given in the U. S. Department of Commerce manual on the mail-order business by Nelson A. Miller and Joseph H. Rhoades, which states:

"There are many items easy to make simply by following instructions. In other cases, once construction fundamentals are grasped, plans can be worked out to make a variety of articles of your own design, for example, useful novelties that will be yours exclusively, until competition sets in that may change your plans. However, a versatile person need have little fear of keeping ahead of the crowd, due to his skill in manufacture, or an advantage in acquiring raw materials, or judgment in selecting marketing methods, or other superiority.

"Mail-order goods of your own manufacture fall in two principal groups: (1) goods made by an artisan or craftsman, by hand with simple tools or with the aid of light power machinery, as for example, book ends, indoor dog kennels, knock-down furniture, wall racks, seashell necklaces, lawn novelties, throw-rugs, tropical products, and (2) chemical specialties which any "mixer" can learn to compound at home, on the kitchen stove, in a small shop, or in his garage. This is the so-called proprietary field, where the making and

selling of simple products has crowned the efforts of many limited-capital operators with success.

"Because of its general appeal and widespread fascination, attention may well be concentrated on this topic.

"If you have an interest in this field—stemming from your own personal needs, past or present, or growing from a business with which you are familiar, or arising out of experience with a good preparation which to your judgment possesses undisputed merit—investigate possibilities. Since the first essential is to have a reliable and workable manufacturing formula, select a compound—or better a related line of compounds—study its chemistry and find out its uses; also its limitations. Devote time and energy toward learning if you have a sound idea. There are a number of good formula books on the market, some of which are in the public library. Many of the small trade magazines have very helpful formulary sections. After you have tracked down all the necessary fundamentals, and are ready to go ahead, it is often wise to get the professional assistance of a competent mail-order chemist, who can put you right and keep you in the money-making 'groove,' for his success depends on yours and that of his other clients.

"In starting out, pick something in demand which is easy to manufacture, and if possible choose a repeat article or 'line' of products so that the sale of one item can be used to introduce others. Proprietary manufacture offers a wide margin of profit, the container sometimes costing more than the contents, and yet the compound can be competitively priced. Sometimes common products go well, when promoted with a 'new angle.' For example, one man in offering a window cleaner (the one ingredient, carbon tetrachloride, is normally available at most any drug store), sold a combination of spray atomizer with his 'magic preparation.' He showed how an otherwise bothersome chore could be accomplished in a jiffy. The same proposition was a 'natural' for cleaning automobile windshields. He exploited that market, too.

"Is there anything you would like to put up and sell by mail, and perhaps to local trade as well? To locate potential users of simple chemical preparations, it is not necessary to reach across the continent to find a prospect. A profitable market may lie literally in the backyard, waiting to be cultivated. While there are many different kinds of specialties, suited to a variety of chemical interests, only a few can be pointed out here.

"Household specialties.—These are good sellers if not so common as to be had at convenient corner or downtown stores. Some of the items appealing to women include spot removers, rug cleaners, furniture rejuvenators, cleaning powders, ink removers (those that do not take out the color too), insect sprays, vermin liquidators. For men who are handy at doing things about the home, these often fill a need: caulking materials, adhesives, hot and cold solders, water-proofing preparations, paints (including luminous), solvents, chimney cleaning powders.

"Automobile specialties.—Washing and polishing aids, motor car 'beauty packs' (an assortment of car beautifiers), touch-up and car-painting helps, seat covers, motor and body accessories, parts, and attachments.

"Medical and toilet preparations.—In this field great caution must be exercised in keeping within legal requirements. They are many and exacting. While it is possible for a small operator to manufacture health specialties, dentifrices (with instructions on the care of the teeth), simple remedies, medicated foot relief, cosmetics, and the like, competent professional counsel should be consulted, for standards and legal requirements are strict for the compounding and distribution of medical items. Many chemical compounds, remedies, drugs, and all narcotics and poisons are restricted to sale on a doctor's prescription and can only be dispensed by a registered pharmacist."

The great variety of products being successfully sold by mail is made clear in the display and classified advertisements in various craft and farm and popular science magazines. The larger Sunday-newspaper sections include hundreds of items calculated to secure dollars by mail. This book gives many case histories of individuals producing and selling their home products.

Careful appraisal of the products already being offered may well suggest to you the item or items you are most interested in handling and best qualified to produce or sell. Following is a suggestive list for your convenience, even though it does involve some repetition. In searching through the list always keep in mind the desirability of *some special angle that is your own*; some appeal that will make the product particularly desirable—*something special*! As a simple illustration, the mere listing of candy as a product for mail sales is quite ordinary and you might not be able to compete with the largest established candy manufactures—but one housewife secured

recipes for *old-fashioned* candies and sold the assemblies successfully. If you live in the South you would give thought to your regional pralines, and if in Vermont to your maple-sugar candies.

OVER 100 PRODUCTS SUCCESSFULLY SOLD BY MAIL

Herewith is a list of more than 100 products being successfully sold by mail. The list is only a tiny sampling but is presented to indicate the broad range of possibilities. Such products are always subject to improvement, change, new appeals. Make an adventure of examining the list and applying your imagination and ingenuity or possible special knowledge to develop your own angle that may glamorize the product as your first venture in the home-mail-order business.

Animals, Birds, and Fish

Canaries	Hamsters
Cats	Oysters
Chickens	Rabbits
Clams	Shetland ponies
Crabs	Shrimp
Dogs	Songbirds
Ducks	Tropical fish
Geese	Turkeys
Goldfish	White rats

Foods (canned, frozen, preserved, etc.)

Candies	Jellies
Fruits	Nuts
Game	Pickles
Raw and cooked hams	Preserves
Honey	Sausages

Miscellaneous

Ant palaces	Birdhouses
Art products	Boats
Automotive accessories	Books
Bags	Building gadgets and supplies
Bath accessories	Camera accessories

Cameras
 Car-washing devices
 Christmas cards
 Cigarettes
 Cigars
 Clothing
 Collectors' items
 Courses of instruction
 Cow feed
 Designs
 Dog food
 Dolls
 Doughnut machines
 Drug sundries
 Electric lanterns
 Electric novelties
 Fences
 Fire Extinguishers
 Fishermen's accessories
 Fixtures
 Furniture
 Games
 Handicraft instructions
 Handicraft products
 Handicraft supplies
 Health lamps
 House furnishings
 Hunters' accessories
 Insecticides
 Insurance
 Jewelry
 Kitchen deodorizers
 Kitchen gadgets
 Lamps

Lawn decorations
 Lawn supplies
 Luggage
 Magazine subscriptions
 Microscopes
 Musical instruments
 Musical scores
 "Nature remedies"
 Nursery stock
 Pamphlets
 Phonograph attachments
 Photo enlargements
 Picture tinting
 Plumbing fixtures and gadgets
 Puzzles
 Real estate
 Recording attachments
 Recording instruments
 Sporting goods
 Stationery
 Taxidermy supplies
 Tobacco
 Tools
 Toys
 Traps
 Travel gadgets
 Travel guides
 Vermine eradicators
 Weed killers
 Window washers
 Woods, rare, fancy
 Zipper menders
 Zippers

SELLING INSTRUCTION AND INFORMATION BY MAIL

The foregoing deals largely with products that are successfully sold by mail. Throughout this book there are specific references to

give you other leads that should help in your own selection of a product for mail sales. The astute reader will avoid staple products unless he or she has some special qualification or something new that makes the staple product particularly inviting. The fruitful possibilities in services that are made available by telephone and direct mail and other means of advertising are explored in other chapters. The third broad field that is wide open for the mail operator is that of sale of information, soundly summarized in the previously mentioned mail-order manual issued by the U. S. Department of Commerce, as follows:

"Selling instruction and information by mail embraces a large field. At one extreme is the correspondence school which aims to bring a university campus to the door, and at the other extreme is the small operator who for 10 cents or 25 cents will send information about something you would like to know or will reveal a 'secret' or formula of some kind. In between these two extremes are many possibilities. Those individuals who are conscious of mail-buying opportunities, and who seek training at home and in spare time will discover many pieces of useful information to be had at small cost. Mail-order operators who specialize in selling bits of education are in a socially desirable enterprise, and a well managed one can produce very profitable and satisfying results.

"Little wonder then that for the small operator, selling 'information' is attractive. One authority states: 'At least 50 per cent of all the beginners start their career in mail order by offering a plan, formula, or information sheet. At least 49 per cent lose money in their first venture. Some quit then and there because their visions of fast, easy money are shattered. Others realize their mistakes, profit by their experience and go on to a successful, profitable mail-order business.'

"If you have imagination and vision, mail-order enterprises provide a chance to sell your knowledge. Many people possess information for which others would willingly pay a fair price. If you have a special field in which you have reason to believe others would be interested, write up an instruction sheet or folio about it.

"This often pays. Even if you do not have the essential background information, by self-training you can become somewhat of an expert. Exhaust the literature on a subject in public libraries and elsewhere, write up the material in the most attractive form, get it out as a leaflet or treatise, and market it by mail. The right kind of

manuscript very often makes money if followed through. Do you know something or can you make something a little better than most people? Write it up. For simple instruction booklets of all kinds, written for the layman, there is usually a ready market. There is a demand for reliable information, and this is particularly true for 'know-how' courses in brief portfolio form. And this can be a repeat order proposition, for the buyer of one folio is often a prospect for similar courses or booklets.

"How to get started.—An excellent way to get started in selling information is to push what you yourself have written. By having several hundred or several thousand copies made, you can, at small cost, try out the plan. With the right mail selling methods, you may profit, just as many others are doing. In this field the buyer usually gets good value in obtaining something which required weeks, or even months or years to prepare, and there is a long gross profit on each sale. Treatises which sell for \$1 may cost only 5 cents to 35 cents to print.

"There are many spare-time operators making money year after year in 'how-to' courses. The classified columns and display advertising sections of the craft magazines are replete with such offerings.

"Typical avenues of approach.—Of the hundreds of reliable self-help topics being offered by mail, the following are illustrative.

"1. *Formulas* alone are difficult to sell. Value lies not entirely in the formula, recipe, kink, or knack of getting some result, but also in the plan and the person pushing that process or formula. Well presented with instructions for using, formulas singly or in group sets in treatise form are being successfully sold by mail. Many of them can be built around simple household preparations. In selling a plan, a formula, and the like, work out a set-up of your own and merchandise it in a way to build a satisfied clientele.

"2. *Help to the handyman* strikes a chord for those who are interested in making money or saving it. Since handymen are made and not just born with particular skills, those who like to tinker and find out how to do things for themselves are usually on the lookout for down-to-the-earth useful information. If you are a handyman, what have you learned 'the hard way'? Do you know something for which others might be glad to pay a reasonable price? For example, anyone familiar with work in various trades—radio, electrical, carpentry, painting, and miscellaneous mechanical jobs—has a fund of information which might well be worked up into an inexpensive mimeo-

graphed treatise or series of them, including drawings and diagrams. Some mail-order operators have done this to advantage.

"3. *Writing for profit* has an appeal. Although the field has been well worked in the high-class high-cost strata, there is still room for inexpensive sets of writing instruction and advisory service. A large proportion of the adult population has the urge to write. These would-be authors range all the way from those merely seeking the 'pride of authorship,' to those who have the desire of some day spending full time in writing, and earning a living at it. And many of these people are already successful in some line of work. They are eager for assistance in writing. Helpful guidance such as can be offered in folios could find a ready market.

"4. *Application of chemistry* offers a wide choice for those who are qualified in one or more branches of this science. Any one who has specialized in any phase of chemistry might well be able to contribute acceptable leaflets and booklets on the subject, which could be of value to others. Think of the possibilities in acquainting people with the myriad uses of common chemical substances, for example, in the field of cements and glues, caulking compounds, liquid coating solutions, and solvents. Not only is there opportunity in selling information in this field, but also in merchandising useful preparations of your own.

"5. *Hobbies* range all the way from playthings to highly technical pastimes. Many people have hobbies which follow definite patterns. Have you a hobby, as stamp collecting, for example? Mail-order affords a profitable avenue to pass these pleasures on to others, and often persons who have hobbies do not hesitate to pay well for additional knowledge. Hobbies can become part-time income sources, and finally full-time occupations.

"6. *Health and exercise* is a subject in which a large percentage of the population is interested. A person well qualified to write about physical training, camping, swimming, or fishing, for example, is in a good position to sell his knowledge by mail. But warning is necessary regarding health information or goods: Be sure that the proposition applies to prevention and not to curative effects. Another caution is to beware of making false claims, for the health field can be dangerous ground.

"7. Other subjects in the information-selling field abound, such as making money in a particular line of work, increasing knowledge for pleasure or profit, how to gain prestige by being able to speak in

public, how to play a musical instrument, how to learn speed typing and shorthand at home, and so on.

"Information, instruction, or education by mail can be started with a minimum of capital, with little mailing costs. Further, it is an easy way to get started, and is one of the most profitable areas of mail-order selling."

SELLING SERVICES BY MAIL

Persons qualified in a trade or profession are often able to market their services by mail, very frequently on a part-time basis to supplement regular employment. Here are some typical illustrations:

1. Stenographic and clerical:
 - (a) addressing and circular mailing
 - (b) typing of manuscripts (sometimes with revision and editing)
2. Assistance in publication work:
 - (a) writing of sales literature and information folios
 - (b) editorial aid to authors, photoplay writers, and businessmen
 - (c) printing, mimeographing, multigraphing, planographing
3. Skilled trade and professional service:
 - (a) photographic work (as development of films)
 - (b) commercial art work
 - (c) patent attorneys (assistance in securing a patent and rendering of advice in the marketing of a new invention)
 - (d) analytical chemistry (consultant chemists specialize in analyzing products and suggesting improvements, including better marketing policies)
 - (e) economic advisers, as in the line of tax relief, especially helpful to smaller industrial corporations
 - (f) advertising writers, who help business concerns with advertising problems
 - (g) mail-order counselors, catering to beginners, also small-mail dealers who wish to perfect their methods and expand
4. News and information services:
 - (a) current information bulletins and special releases, put out by specialized reporters situated in a strategic center
 - (b) market-analysis reports in investment and commodity fields
 - (c) syndicated materials, as a column for newspapers

Your personal selection of the mail-order item you will offer will depend on many factors, chief of which might well be the selection

of a service or product you are familiar with and would thoroughly enjoy handling. If you have no strong leaning toward a particular item, you can select something that intrigues your interest and concentrate on it at the beginning. Numerous possibilities are mentioned in this chapter. More suggestions are available throughout this book. At this point it might be advisable to review suggestions already offered. It is to your advantage to narrow down the possibilities so that mail-order principles that are suggested may have a more specific application to your own contemplated home business. Your selection may be influenced by consideration of the following activities of experts and amateurs in the mail-order field and their methods of advertising.

CASE ILLUSTRATIONS OF MAIL-ORDER TREASURE HUNTERS AT WORK

At the outset anyone contemplating establishment of a mail-order business should bow deeply from the waist to the memory of the young railway clerk who saved a few dollars, bought some watches, sold them by letters to prospects, and thus started one of the great pioneer successes in mail order. This is the oft-told tale of the founding of the firm of Sears, Roebuck and Co. which in 1951 reported a record-high sales volume of \$2,556,371,110 with a net profit of \$111,894,654. Since that time a multitude of others have made their own amateurish start and won more moderate success. The opportunities for launching mail-order operations are better today than they were many years ago when the Sears project was started, because today millions are thoroughly accustomed to buying by mail.

THE CASE OF THE CIGARETTE CONTAINER

Mrs. Kathleen Weller was living comfortably, but she wanted some interesting activity of her own, and she wanted to make some more money of her own. She decided she would like to launch a little home-mail-order business. Her husband agreed that the risk would be small and encouraged the venture.

Mrs. Weller located a calfskin cigarette case at a supplier's. It was attractively designed and priced low enough to permit a markup that was estimated to cover the cost of advertising and shipping and provide a reasonable profit.

This enterprising woman placed a very small advertisement in a New York newspaper. Within 48 hours the first orders were received by mail and she bought a couple dozen of the cases to fill them. Months later she was still receiving stray orders from that first little advertisement. Operating on the principle that what works once may work again, she placed other advertisements and within a year had a mail-order business with customers in many states.

Using the experience gained from her first low-cost venture, Mrs. Weller, one by one, added other products to her mail-order line—cast-iron foot scrapers; a bronze-frog paperweight copied from a Revolutionary days' original; brass candle snuffers; a bronze door knocker copied from one used in a home built in 1765; and other items.

Some of her business principles are available to anyone: Every customer is valued as a friend. Orders are filled on the day they are received. Because of the nature of the items, each is wrapped as a gift.

THE CASE OF THE HOBBY
OF SMOKIN' HICKORY HANK AND WOOD CHIPS
AT \$1.50 A POUND

Recipe for a mail-order success

Take one hobby

Add a sensible idea

Mix with *action*

Add one small-space mail-order ad

Bank your profits

That, in brief, is the procedure followed by Harry B. Goldsmith who buys wood by the truck load and sells it for *\$1.50 per pound!*

As one of his hobbies while head of the Grove Laboratories in St. Louis, Mr. Goldsmith became an outdoor-cooking enthusiast, and many will testify that he can barbecue to a gourmet's taste. Just plain ordinary fireplace-broiled steaks didn't satisfy this hobbyist. He took a leaf from the pioneer meat curers and tossed a handful of hickory chips on the coals just before broiling. Hickory-smoked steaks have a flavor of their own.

Believing he could share that special flavor with the public, Mr. Goldsmith established a mail-order business at his home at Stamford, Connecticut, where he had moved. He started in the fall of

1950 with a small ad in the Pacific Coast Edition of the *Wall Street Journal*, no doubt figuring that readers of such a publication would include many with the price of steaks and outdoor fireplaces and indulgence in little luxuries of life. That initial advertisement drew so many orders he developed a series of ads placed in *House & Garden*, *House Beautiful*, *Gourmet*, *Outdoor Life*, and other mediums. He also garnered all the free publicity he could secure from food editors and others. In the second year of his operation the major problem was to secure adequate production to fill the mail orders.

Mr. Goldsmith adopted Hank Gardner as his business name and signs his direct mail "Smokin' Hickory Hank." The hickory chips are $\frac{1}{2}$ -inch-thick pieces cut from the trunks of young hickory trees and aged. They are sold by the bag of 50 at \$2.95 the bag, enough for a dozen cook-outs. Wanting a name that would not be confused and could be patented, he called the product Carya Smokin' Hickory Disks. His business is called the Carya Hickory Industries. The brand name evolved from the fact that the pecan tree is a form of hickory and the word *pecan* is derived from the Greek word *carya*.

The mail-order advertising had overflow advertising value and Mr. Goldsmith began placing his chips on sale in retail stores.

THE CASE OF FRUIT CAKE BY THE TON

Although mail-order operators customarily secure names of agents and buyers from established list brokers or by advertising, a resourceful southern woman secured her own list, as revealed in this letter from Mrs J. F. Kempton, now of Decatur, Georgia, who retired after many years of making as much as 20,000 pounds of fruit cake annually:

"My mother's recipe for a fruit cake started a spare time hobby that really grew into a business at a time when our family fortunes reached a low ebb. Since I had very little money and had to go slowly, I decided to make a few pounds and see if it would sell.

"I got a large 50-pound lard can with a tight fitting cover; bought a few tin pans that would hold two pounds each, and some pot covers to keep water from dropping on the cakes. I put some empty tomato cans in the bottom of the lard can; put water in the can to almost the top of the small cans, then set my cakes on top of those cans, popped the lid on the big can and steamed the cakes on top of my stove for two hours. I had decorated the tops of the cakes with

crystallized cherries, and halves of blanched almonds. They were very pretty, and steaming kept them moist longer.

"They sold so well I soon had to arrange to bake more. I bought a small steamer to hold about 20 pounds and got pans of different sizes, from one to five pounds.

"I did not advertise, but got names from a religious paper published in Boston, which carried a list of visitors to the Mother Church from all over the United States. We picked names from those lists, and wrote them, asking if they would like to handle my cake. I received a good many answers from California to New York, and sold them the cake for 75 cents per pound. They sold them for \$1.25 and \$1.50.

"By that time my business had grown so much I had to get larger steamers, and arrange some plan for shipping the cakes. I went to the American Can Company and bought decorated tin boxes for the different sizes. They made beautiful packages, and I began to get orders from business firms for large orders to be used as gifts to their customers and employees at Christmas.

"I built this business up to 20,000 pounds a year. I shipped by pre-paid express and always received money for the cake with the orders. I kept right on making it right in my home for 35 years, until a few years ago, when my husband passed on at the age of 83, totally deaf and blind. I was nearly 80 years old, and my children said it was time for me to quit working. I had the pleasure of caring for my husband and raising my children, who have all done well. Everyone said my cake was the best they ever tasted. I had changed my recipe from time to time until it was perfect and I am still getting letters from various people and businessmen asking for it. My cake finally was sold in Mexico, England and France, and carried the name of 'Mrs. Kempton's Royal Fruit Cake.' Many people will remember it."

THE CASE OF GIFTS EVERY MONTH

Although a multitude of mail-order sales are of a single product or service, the desire of most operators is to establish a "repeat" business so that once a mail customer is secured additional sales will result. The Book-of-the-Month Club and the Literary Guild and their imitators are outstanding examples of this procedure.

Resourceful Sidney C. Anschell of Seattle, Washington, had been

in the importing business for many years before he evolved the idea of the International Gift of the Month Club, patterned after the book clubs. He believed that women especially would be thrilled to receive a surprise gift from a different foreign country each month. Within two years he had, in 1951, a membership of 42,000 receiving 12 gifts a year. The members were secured by direct-letter mail postmarked in France, and the deliveries are made by mail from the Orient, Europe, and Latin America. The gifts are purchased from small industries and groups of craftsmen. There is much to be learned by any home-mail order operator from a study of the successful processes of such a resourceful individual.

Many of the principles involved in the rather complicated International Gift of the Month Club are basic to mail-order selling and can be adapted to more simple home operations. As illustration of another of many approaches to the gift-of-the-month procedure, there are two married couples in Yarmouth Port, Massachusetts, who merged their capabilities to establish the Cape Cod Box of the Month. The Cape Cod boxes are mailed to all sections of the country. They contain local products, such as beach-plum jellies, bayberry candles, and fish-net garments. These Cape Codders capitalize on their regional appeal, and many of the millions of tourists to the Cape recapture memories by securing the gift boxes. This business was founded on a capital of about \$300. Others who are not content to send a box of hankies to aunt Minnie or who want a more unique gift for someone else welcome such out-of-routine possibilities.

THE CASE OF THE 600-YEAR-OLD HERB RECIPE

Frederick Anderson, who has a farm in Bucks County, Pennsylvania, found an old book on English cookery that contained an herb-salad recipe 600 years old. He grew the herbs on his farm but was unhappy with the end result. As a hobby, however, Mr. Anderson experimented with his own mixtures. He sent little jars of mixed herbs to his friends as gifts. They were enthusiastic about this mixture of basil, thyme, savory, fennel, lovage, sage, dill, coriander, and borage. The Anderson Mixed Herbs were sold by mail order only, and there are now 1000 customers on the list. The items include: mixed herbs two-ounce jar, 75 cents; mint mixture, two ounces, 75

cents; herb mustard, five and one half ounces, 75 cents; herb salt, four ounces, 75 cents; eight-ounce bottles of vinegar, 55 cents. The kinds of vinegar: basil, burnet, chive, mint, mixed-herb, tarragon, and tarragon and fennel and wild garlic. The prices include postage east of the Mississippi and 10 per cent is added for orders west of the river.

THE CASE OF VERMONT'S HONEY AND APPLE MAN

Ted Henry, who advertises himself as Vermont's Honey and Apple Man, uses basically simple direct-letter-mail techniques to sell his creamed honey spreads, maple syrup and fudge, select apples, and other products. He mails a four-page circular printed in red and black on white and illustrated with his attractively packaged gift items. The first page is devoted to a "folksy" letter that smacks of sincerity, telling about his products and the service of inserting gift cards with the packages. He says he specializes in apples with a variety of gift boxes of apples or a combination of apples and his other regional products. He buys and bottles the honey spread in attractive, colored gift crocks. The crocks are wrapped in colorful paper and ribbons and after the contents are gone the crocks are still charming as bric-a-brac. The beautifully packaged apples are usually boxed with 15, 24, or 48 to the box. The Honey and Apple Man has been operating his direct-mail business from the Ridgeview Orchards at Shoreham, Vermont, for several years.

THE CASE OF THE MAGAZINE BARGAIN MAN

You have probably had direct mail from Arthur T. White, "The Magazine Bargain Man," who for many years has successfully operated a mail-order magazine-subscription business from Westfield, Massachusetts. He started, as many others have done in almost every community, by taking orders from his friends. Mr. White introduced an "easy budget plan" for his early customers and has developed that to the point where he accepts and enters subscriptions without any advance payment. The customer pays \$1.00 a month for orders of less than \$6.00 and one sixth of the total per month for larger orders.

The Bargain Man mails thousands of circulars every year to names on his list and lists secured from brokers. He maintains that

he will meet any special offer that is made. His circulars are frequently quite homespun. In the Christmas season his folders solicit gift orders. At that time he includes a booklet wishing his customers a merry season. The booklet is personalized with photographs of himself and members of his family. He takes original subscriptions and renewals and has a thriving business, despite the fact that he requires crutches.

Each year thousands of men and women launch their own magazine-subscription businesses from their homes, selling by telephone and direct mail. This type of home business is easily controllable and lends itself to a pin-money operation or a larger-scale drive for additional income.

The pattern set by Arthur White is typical. Any man or woman wanting to get started in a home magazine subscription business can do so by writing to the various magazines and asking them for instructions. Some of the larger magazines provide beginners with detailed information about their own particular publication. On occasion they supply the solicitor with order forms and other materials. Not all, but many of the national magazines, welcome beginners. On occasion, The Crowell-Collier Publishing Company has run coupon advertising in various magazines carrying this message: "Want Extra Income for new clothes, travel, everyday expenses, 'extras'? *Collier's* offers you an opportunity to make a substantial spare-time income for new clothes, entertainment, 'extras,' or just to meet the rising cost of living. Use the telephone, mail, and personal calls to take care of new and renewal subscriptions for *Collier's*, the *American Magazine*, *Woman's Home Companion* and all publications. For money-making supplies, mail a post card or the coupon now." The company offers to send details without cost or obligation. This offer is rather typical.

The wise beginner seeks out the periodicals calculated to be of interest to the groups he can reach by mail or telephone or personal solicitation and expands his list to include some of the lesser-known magazines that conduct less "high-powered" solicitation than many of the larger periodicals. As he gains experience with this type of home business he can expand with mailings to selected lists and make group offers and a variety of appeals. The commissions will vary somewhat, but a common basis is 75 cents for a \$3.00 order. When volume is developed, agencies get as much as half and sometimes more than half of the list sales price of the magazine.

THE CASE OF THE CLEAN WIPING CLOTHS

There is always a need for clean wiping cloths for special purposes. M. E. Dodge, a teacher, employed two women to wash rags and put them on the market in Charlotte, North Carolina. As he developed his operation, he secured secondhand laundry equipment and in a few years took in two partners and established a modern plant employing more than a score of people.

A home business of this kind can be started with a washing machine and not more than \$100. Sales can be made by direct mail to individuals and particularly to office buildings, garages, printers, and a variety of manufacturing concerns. Despite the popularity of paper towels and the like, there is need for rags made clean—and for some purposes, sterile. The Sanitary Institute of America, 105 West Monroe St., Chicago 3, Ill., provides a monthly bulletin helpful to anyone interested in this business.

THE CASE OF THE NOSTALGIC CANDY

A fascinating illustration of how necessity and resourcefulness put a woman of no business experience into a successful mail-order operation is found in this informative letter from Mrs. Elizabeth Nelson of Lynn, Massachusetts:

"Being in the mail-order candy business is far removed from anything I had ever contemplated. I used to be in summer stock and pick up a few dollars doing monologues for women's clubs, running style shows—all far removed, as you can see. However, I thought it would be a good idea to make some money in a little more regular fashion, so I was in a receptive mood—the old 'gag' about necessity being the mother of invention.

"At this point I had two children, Garrison, six years old, and Abigail, four.

"Well, I used to go to the store with them when they had a few cents to get some candy and it was really pathetic. The few uninteresting pieces made me think back to the time when I was a kid and the storekeeper's time wasn't quite as valuable and he could afford to stand for hours while we decided on what we wanted. I remember that he had four shelves in his case with the containers (glass, square plates) loaded with the most amazing collections of

penny candy. Dear old A. O. Sprague, if he only knew the troubles that lay ahead of me, just because of him!

"So you see the germ of the idea was planted and it grew rapidly. I talked to a few friends who started remembering back and they, too, thought it would be the makings of a business.

"The idea of packaging penny candies in a box with Garrison's drawings on top came so naturally I hardly know when it was formulated. I went to see a man who had a very lush gift shop. I asked him if he thought it was a salable idea and he was most enthusiastic.

"Then I went to find a printer who was equipped to reproduce the drawings, just as they were without improving them and to keep the same feeling of rough childishness. This was a lot harder than I expected. I was turned down by about 20 printers. There were too many colors, being about twice the usual four. After some time I located a printer, strangely enough in my own city of Lynn, who had just secured a beautiful new offset press. He didn't sneer at the idea the way so many others had. After about a month the boxes were finally made and I started bringing them to a few gift shops on the North Shore. A big Vermont gift shop found them and started placing orders by the gross. I didn't know the meaning of such orders at the time. Then this same gift shop advertised it in one of the high-style magazines and their catalogue. Then another gift shop catalogued it and my house was a bedlam. (I do this at home.) What I didn't know about production! I was too poor to call in an expert, and anyhow, I think anyone with real business acumen would have had a nervous breakdown, if they had tried to bring order out of our chaos.

"However, we managed (my mother, who was my staunchest supporter, and some neighbors) to get through Christmas. I thought everything was fine. If we could do so well in two months, what must lie ahead? But January, February, and Lent lay ahead. One uninitiated in business can't imagine how little business, in fact *none*, you can do at times. So I realized that our one and only item, the pound box, was just a gift—wonderful at Christmas and 'a dog' the rest of the year.

"So we started some bags to retail for 19 cents. And a big grocery chain store became interested. So we were catapulted into another madhouse, the largest order being 10,000 bags. Packed by machine, that would be one thing, but we put in such a diverse assortment that a machine was impossible. Well, they reordered about 10 times

and then called it a day. You see, by another fluke, we had hit on a good time—it was summer, all the other candy, chocolates, etc., couldn't take it. But good old penny candy, built to withstand months of lying idle in showcases, showed its stamina and so when the cool weather came around the competition was too much and we slipped to the rear again.

"By the way, you're probably wondering where I buy the candy?

"Well, there are wholesale houses, which carry quite a cross section of penny candy. You see, it is still manufactured, and although the individual storekeeper doesn't carry a large selection, being sold everywhere throughout the country, there apparently is enough of a demand to warrant these companies still making candies. I bought directly from all over the country and really had quite a variety. Now, I have much of it purchased by a wholesaler, who has more storage room than I.

"Where were we? Oh, yes, the grocery store (chain) didn't order any more—it was fall. So we had Christmas business again.

"By this time we had figured out an assembly line and we were working more smoothly.

"January again. Well, it's just like any other business. Boxes for Valentines, Easter, Halloween, a 'turkey dinner' for Thanksgiving, a corsage at Christmas. But this time we offered 50-cent boxes, as well as the \$1.50 selection, with special names—for men only, at the ball game, on the farm, etc. with hand-painted names in watercolors on the boxes and appropriate candy inside—fried eggs, bacon, milk, etc.—very cute packages and candies.

"We've shipped candy all over the country. It has been mailed overseas. To almost as many grownups as children. We have a 'To a Good Boy' card and 'To a Good Girl.' The candies are generally liked.

"It's all much ado about nothing but it's more or less a living and fun to be able to take time off and go swimming or to be able to harmonize with some of the packers, without fear of losing your job—that's worth something too."

THE CASE OF THE IDEA AND THE RINGS

Often there seems to be a magic quality to the linking of a good idea, a good product, *an individual who links faith to action—and mail order.* When Lieutenant Max Twentier was recovering from

Italian-front wounds in an army hospital he noticed that neither he nor his buddies in the hospital were thinking or talking much about home. They were reviewing their military-service experiences. He was no psychologist, but he figured that all people like to recall important memories. He wondered if the memories of the servicemen would fade. He had the idea that a token or emblem would serve to prompt memories. As soon as he was mustered out Max Twentier had an Indianapolis jewelry house make a ring bearing the insignie of his old army division. Special single orders are high priced, but the ring was so definitely what he had in mind he gambled his savings on 105 more rings, one for each of the army divisions. He sent the samples to each division's commanding general. He planned that if the officers were interested a large sale could be developed and that volume production would permit a lower price for the rings. What happened? *Nothing, for months!* Twentier went back to his old job running a bus station in Bisbee, Arizona. It seemed that his idea was a flop and he almost forgot about it until one day he opened a letter with the insignie of the 3rd Armored Division and removed a check for \$150,000, advance payment for 6000 rings. *Twentier and his idea had won.* He wired the jeweler to go ahead. Other orders poured in so fast he had to quit his job and organize assistance and spread his offer of new samples to marines, air force, and navy organizations. The business grew to the point where he started his own factory in Phoenix, Arizona. He developed rings and pins for veterans' womenfolk and added lines of costume jewelry to carry the business after his first natural market should become saturated.

Basically this man had latched onto one of the strongest, if not the strangest, appeals recognized by the psychologists. All people long for distinction. He sold them rings that give them recognition for their services after their uniforms were gone. All folk yearn for the old home, old and happy memories, thoughts of the old swimming hole, or of those they loved who are gone. Serviceable ideas appealing to these deep-seated yearnings can become home money-makers.

TIPS ON STARTING YOUR OWN MAIL-ORDER BUSINESS

Your success in mail-order work will depend largely on your selection of a salable product, your costs of operation, proper pric-

ing of the product, proper selection of advertising mediums. You can begin and continue operations in your own home. If any local zoning laws restrict your doing business in a residence area, you can still do most of your work in your own home and simply use a rental post-office mailbox for receipt of orders. The fee for the box will be small.

Before getting under way with your actual operation, you should appraise your product and its possibilities carefully. You should so far as possible handle a product in which you have a personal interest. The man or woman interested in novelties might be bored to distraction trying to sell lobsters by mail—and vice versa. Whatever your product may be, give careful consideration to its sales appeal, because everything will depend on its acceptance at a cost per order that permits you to profit.

YOUR ADVERTISING COPY

The sales appeal will have direct bearing on the advertising copy you will use. Specialists have studied various classifications of motivating forces in human behavior and the U. S. Department of Commerce, in its booklet on the mail-order business, sifts these down to two basic types to consider in preparing persuasive advertising copy. These are the "reason-why" appeal, and the "emotional" appeal.

"Reason-why appeal, a favorite in private-brand advertising," this booklet explains, "is employed where the attempt is to show the superiority of one make of a product over others.

"In appealing to the prospective buyers' reason, feature such points as price, value, use, durability, appearance, economy, etc. This appeal requires that you become intimately acquainted with a product, the materials entering into its fabrication, and the processes of its manufacture, pick a significant point to play up, and weave a story around it. The copy should be given news value and the selling features dramatized. Is there anything about your proposition which can be dramatized? Give the best selling points—tell the truth, and don't exaggerate. If there are bad points—make the copy believable by not overlooking these either. Better still, remove the bad points. If you wait for the buyer to discover short-comings of your proposition, an article will not stay 'sold'—and you may soon be out of business. High-pressure copy can be successfully used, but avoid exaggeration, so-called puffing and blowing. Stick to

facts, and drive home to the prospect the value of the product.

"Emotional copy is employed to work on the feelings, desires, hopes and aspirations—in short, the personal interests of the prospects to be reached. This calls for visualizing your proposition at the reception end. Playing on the human emotions pays in preparing sales literature. Among the array of needs and desires, people want health, wealth, security, knowledge, power, affection, recognition, self-preservation, admiration. In writing emotional copy, feature points relating to the service your product may render. What could its use mean to the prospect? But avoid unjustified claims; it is too easy in mail order to imagine your proposition can do something it will not. Overplaying an emotional appeal may leave a prospect cold, for after he gets your product, he may well feel he has been let down. This destroys any confidence you have tried to build up. But properly used, emotional copy can be powerful in humanizing and dramatizing an appeal."

The preceding appeals are well known to professional advertising men and are used judiciously in selling their products. You should study them to find those which apply to your direct-mail product. Keep the appeal in mind in phrasing your advertisement for publications or over the air waves or on postal cards and in direct-letter selling.

Writing of successful direct-mail advertisements requires considerable skill. If you can get a professional to prepare your copy, you are in clover. If you have contact with anyone who is in the advertising business, you should discuss your copy with them and pay careful attention to their criticisms and suggestions. Even though the professionals have developed a special copy-writing talent, it is on record that many amateurs can prepare successful direct-mail advertising. They can often get into the copy a sincerity and honesty and homely appeal that a professional would have difficulty capturing.

You can try your own skill at copy writing by studying carefully the direct-letter mail you receive, or examining in detail the small- and large-space direct-mail appeals you will find in many newspapers and magazines. You can study those made to you by radio and television. You may see a particular way to adapt the professional methods to your own product.

In very small space you would have difficulty in getting in all of the elements that are desirable, but these elements should guide

you even in a one-inch advertisement. You need a headline or the first few words that are calculated to make the appeal your product has to offer—words you hope will reach the selfish interest of the buyer. Add an inspirational appeal, something to help make your offer more desirable. You should give as clear and concise a description of your product as space allows—after all the buyer wants to know what he is getting. If space permits, give one or more illustrations of the success or efficacy of your product. No doubt you are familiar with the case illustrations used as testimonials in direct-mail advertising. Have your copy make as clear as possible the value of your product to the customer, and give your copy *a note of urgency*. This is important at the close of your advertisement. If your headline hasn't caught the reader's interest, they'll never get to the close of your ad, but if they do you want to urge action—*order now, today*. You have bought the space and caught interest of your prospect but *all is lost if you don't get action*. Action to you is the order, the filling in of a coupon, the request for further information leading to a sale.

COMMON SENSE IN SELECTING ADVERTISING MEDIUMS

The use of plain ordinary common sense in selecting advertising mediums will save you from loss. The beginner shouldn't try something revolutionary. Mail-order buyers are a type of individual. It is best for the beginner to follow the beaten paths and place his advertising dollars in mediums where other direct-mail operators have done the exploring. Advertise food products in pages where other food products are offered; novelties and gifts in pages devoted to novelty and gift advertising. And always keep timing in mind, of course, if yours is a product of seasonal appeal.

The great bulk of mail-order business comes through three main channels:

1. Advertising in newspapers, magazines, almanacs
2. Direct letters, post cards, circulars, catalogues, etc. mailed to names on lists
3. Radio and television

There are, of course, many miscellaneous mediums, such as posters, for instance, but the three channels above are suitable for most mail-order beginners and professionals as well.

With your own product always in mind, you can make selection of publications advertising somewhat similar products and in those publications seek out the pages or departments most suitable for your product. If your appeal is chiefly to women, study the women's magazines and women's pages of newspapers; if your appeal is to men, examine the men's pages and men's magazines; if mechanical, study the popular science magazines, etc. Follow the leaders who have explored the field.

If you are planning to use direct-letter mailings, you can secure lists from brokers who will advise you. If you are selling fishing tackle, you can get lists of individuals who have previously purchased fishing tackle and can be tempted again. If you are selling books, you can get lists of book buyers. If you are selling novelties you can get lists of novelty buyers. There are many, many such classifications. You can use your own resourcefulness, as Mrs. Kempton did, in securing agents for sale of her fruit cake by carefully selecting names from a published list. Names in special fields are available in directories.

Your local directories may put you in touch with list brokers. Some of the list brokers include:

George R. Bryant, 595 Madison Ave., New York 22, N.Y.

Walter Drey, 257 4th Ave., New York 3, N.Y.

Guild Co., 160 Englewood, Englewood, N.J.

Willa Maddern, 215 4th Ave., New York 3, N.Y.

Moseley Mail Order List Service, Inc., 38 Newbury St., Boston, Mass.

Names Unlimited, Inc., 352 4th Ave., New York 10, N.Y.

James E. True Associates, 419 4th Ave., New York 16, N.Y.

Prices for use of lists vary considerably, but, as a sample, you may pay \$15 per thousand for the list and the cost of addressing. If you develop a sizable list of your own, you may be able to rent it through a broker and net around \$6 per thousand names every time they are used. Save your names for rental or for your own use with allied products. Lists of actual buyers are valuable, but they "die" rapidly and after names are two years old the number of "nixies," i.e. non-deliveries, multiplies rapidly. Avoid "uncleaned" lists abounding in "nixies."

If you want to use radio or television, you can get information from the stations you want to use—rates, time available, etc. Although there are cases of fabulous success in securing direct orders by these mediums, the beginner is well advised to concentrate first

on use of publications or direct-letter mailings. Later you may be able to use television and radio to great advantage.

Complete lists of publications are available in *Standard Rate and Data*, 333 North Michigan Avenue, Chicago 1, Ill. This publication is usually available in advertising offices and all offices allied with publishing, local libraries, and in printers' offices.

Publications will send rate cards on request, giving the costs for various types of advertising in their pages and closing dates which will govern your timing of insertion of your advertisement.

It is strongly recommended that the beginner *start small*. Use small space and wait for your results. Your gamble is thus minimized. When you discover a medium or list that is fruitful you can follow up with more extensive advertising. This writer once tested a full page in a small newspaper at a cost of \$125. The results were so good that a campaign was planned that eventually resulted in buying of more than one hundred thousand dollars of space for the sale of that one product. Tests can be made for less initial risk than that and with smaller space. One of the fine aspects of direct mail is that you can start-small-test-and-retest. If your product and your copy is good, you can expand the operation rapidly.

KEYS, PRICES, RECORDS

In all of your direct mail-advertising, the copy should be "keyed" so you can have an accurate record of the results of a given "effort." You can devise your own key to be printed in your advertising matter, in your coupon or return envelope or card. For instance: "Dept. 104T" in the return address of your coupon may indicate that the order is received from an advertisement in the tenth month, October, of 1954, in the *New York Times*. Make it "H" and you have keyed the *New York Herald Tribune*. You can use numerals and initials in many ways to identify the source of the order.

Pricing of your product will be all important. You must figure in *every item of expense*—the basic cost of the product, your overhead, your incidentals, your cost of advertising, your cost of wrapping and shipping—*don't overlook anything*. One day a so-called business engineer, not too familiar with direct mail, made a test and told the owners of the company he figured he could develop direct mail to carry the overhead of the company. He went into a sizable campaign and lost about \$15,000. The figures given to him,

and which he didn't check, had omitted the cost of postage, wrapping, clerks. Put down every item of cost in figuring your costs and prices.

There will be one wide-open area where the gamble comes in. You won't know until *after* you have run your test how much you must pay for each order. The cost per order will determine the success or failure of your venture. Only a very small percentage of the names on a list or the readers of a periodical will buy your product. A small test will tell you whether you can go ahead or not.

Because of the importance of cost per order, as well as for sound operation as a whole, it is essential that you keep close and accurate records on each ad. More than one beginner may, five days after his advertisement has appeared, figure that the venture is a failure and only half the expected and needed orders have been received. An expert might at that point assure him that the ad was a success because in that particular medium the "pull" would continue to more than double the orders received in the first five days. There are variations with different products, mediums, and your location. If you are in the West and your advertisement appears in the East, you must allow time for mail delivery to you. Also, with a magazine, all copies are not sold the first day the magazine is on sale, and it may be that days and weeks and even months later there is a straggling of orders. Keep daily records of orders received, no matter how large or how small. These records are valuable to you and without them you may fail.

MISCELLANEOUS TIPS ON MAIL ORDER

Don't be afraid to offer "money back if not entirely satisfied." It inspires confidence. With a good product surprisingly few ask for money back. If many should demand money back, you are made aware there is something wrong with your product or your advertisement is misleading.

Be sure you have assured delivery of enough of your product to permit fulfillment of orders—otherwise you have paid for the advertising and will lose revenue.

Use a simple, easy-to-remember company name or your own name, especially if it is easy but somewhat distinctive.

Be sure you have adequate wrapping and shipping materials such as labels.

Fulfill orders promptly; on day of receipt if at all possible. Delays are costly.

Check with your local postmaster to determine the cost of mailing your letters and your products. He will advise of most beneficial rates. He will also advise you as to whether or not your methods of wrapping, etc. are acceptable.

Watch shipping weights carefully so that a small change of weight doesn't throw you into a higher shipping-cost bracket.

Consider possibility of developing a line of somewhat related products so you can cash in with repeat orders from buyers you secure.

Remember in figuring costs that in small quantities your product may cost too much to carry your overhead and advertising, but that if you can develop sufficient volume the cost of your product may be sharply reduced so that the operation is profitable.

Ratio of selling price to cost of product is often figured at 4 to 1 but there is no "magic" in that ratio. There are variations and under some circumstances even 2 to 1 will provide adequate revenue.

Experts are never afraid to experiment. They test and test, change size of copy, test various prices—a \$2.00 product raised to \$2.50 may cut the orders by as much as 68 per cent. Try other mediums; try other appeals in copy.

Some mediums permit split-runs. In such cases you can use the same copy with two different prices and make an acid test; or test two completely different ads on the same product.

Conventional selling cost by mail is 15 per cent, but there are operators who have succeeded with mail-selling costs averaging 35 per cent. Test your own product and analyze your records!

Don't be afraid to ask questions of others who may have experience with mail-order selling.

Use an agency experienced in direct-mail selling if your operation is large enough or promising enough to interest it.

Urge cash or check with order and promise money back if not satisfied. If you use C.O.D., ask for a deposit as rejections are costly. Many mail operators avoid C.O.D. offers.

Offer of free examination lets you in for some loss and involves you in detailed billing process and much bookkeeping. It is usually avoided by beginners.

Adjust complaints quickly. Right or wrong, your customer is "right." You may get some unreasonable complaints. Many find it cheaper to replace product on claim of non-delivery than to engage in correspondence.

HELPFUL BOOKS AND PAMPHLETS FOR MAIL-ORDER OPERATORS

Establishing and Operating a Mail-order Business. U. S. Department of Commerce. U. S. Government Printing Office, Washington 25, D.C.

How to Start Your Own Mail-Order Business, by Ken Alexander. Stravon Publishers, 113 West 57th St., New York, N.Y.

How to Make Money with Your Direct Mail, by Edward N. Mayer, Jr. Funk & Wagnalls Co., 153 East 24th St., New York 10, N.Y.

How to Sell through Mail Order, by Irvin Graham. McGraw-Hill Book Co., Inc., 330 West 42nd St., New York 36, N.Y.

Successful Mail Selling: Working Information on Every Step of Mail Selling, by Harold P. Preston. The Ronald Press Co., 15 East 26th St., New York 10, N.Y.

CHAPTER FIFTY

Ways to Make Money by Telephone

A COMFORTABLE part-time or full-time home-earned income is as near to you as your own home telephone. Men and women throughout the country are steadily profiting by the sale of services or products without ever leaving their homes. The facilities and the techniques used by these telephone money-makers are available to anyone who seriously sets out to dial dollars.

Anyone? Yes, almost anyone with a reasonably pleasing voice backed by patience and persistence and a modicum of resourcefulness.

But you have never sold anything? You couldn't even sell rafts at a shipwreck? How do you know, if you haven't tried?

Here is a woman who tried. Helen Reo in Minneapolis, Minnesota, had never sold anything to anyone in her life until one day she told a Letter-Service owner she thought she could use the telephone to collect some of the "bad" accounts he was wailing about. He made a generous discount offer, but his skepticism was plain. Helen Reo took his list of clients who didn't even answer the collection letters. She proceeded on the assumption that most people are honest and want their credit rating unsullied. She called the first man on the list and told him that the Letter Service was certain that a man of his identification in the community must have a good reason for not paying for the service rendered. She asked him to explain what the trouble had been—assuming that the Letter Service was at fault. This gave him a "face saver" and he spouted his indignation about some trivial matter and she sympathetically agreed with him, offered apologies, and suggested that he make what he personally considered a fair adjustment of the bill. The Letter Service would have gladly settled for half. The client "knocked off" 98 cents from a \$200 billing and felt fine. He paid the balance and Helen Reo pocketed 20 per cent. Before the first day of telephoning

was completed, she had assurances of several more checks—some for the full amount and some for slightly less in settlement, and the checks began coming in. That is only one way one woman, without previous telephone-money-making experience, dialed dollars. And there are many other ways that will be explored in these pages.

The major point to register in this story is that *she had a definite approach clearly in mind*. Many telephone solicitors are provided with “canned” or carefully planned little “speeches” to use when connections are made. Others have worked out their approaches in detail. This procedure not only saves time, makes the call more convincing and satisfactory, it bolsters the solicitor so there is no chance of becoming tongue-tied. Of course there are many men and women who are naturally glib and might not require the prepared material, but such material is invaluable to the glib and the less vocal as well.

As a matter of fact, the shy individual may well become one of the most successful of telephone salesmen of services or products, because that shyness will prompt careful preparation. Some twenty years ago a shy young man named Walter B. Grosvenor was a typist in a noted advertising agency in Cleveland, Ohio. He was downright afraid to even answer the telephone. Once he was trapped and *had* to answer the phone. A client wanted to know if certain proofs were ready for examination. Why not? When would they be ready? Who was handling the engraving? etc. Grosvenor couldn't well say that he was only a typist and not supposed to know the answers. He mumbled that he would get the answers and report back. He was almost a wreck after the ordeal on the telephone.

The young Mr. Grosvenor dug up all the answers and reported them to his manager who insisted that he call the client back with the data. Again the lad was afraid of the telephone, but he got an idea. He listed all the questions and the answers and figured out even more detail that the client might want. When he called back he was ready with a prepared report that he found made the call not quite so terrifying. He didn't overcome his fear of the phone overnight, but by following that same process of *preparing himself with facts* he found that he could be of more and more precise service to others despite his tendency to be phone-shy. This very preparation contributed to his rapid advancement to the management of the Cleveland offices of his agency.

Obviously any fear of the telephone can be overcome, and most

folk can make an easier approach, as did the Minneapolis woman with her collection service.

Billions of dollars of business is transacted each year by mail and telephone. And the approaches to money by telephone are many and varied, including doctors' exchanges, public-listing, telephone-answering, and -secretarial services as well as direct-sales solicitation.

TELEPHONE PUBLIC-LISTING BUREAU

The telephone was essential in establishment of a unique community clearinghouse by Nemuel E. A. McDonald in a city in Virginia. Mr. McDonald's public-listing bureau, as reported by the *Reader's Digest*, "provides a pool for two listings: first, of everything that anybody wants to sell, rent or exchange; second, of anything that anybody wants to buy or hire, whether merchandise or service. Usually a direct contact is established between seller and buyer; McDonald acts strictly as a middleman; he handles no money and his clients must drive their own bargains.

"No charge is made for listing 'Wants' or 'Offers,' but he charges a flat fee when a sale is completed or a service rendered. He handles most of the business by telephone—making 200 to 300 calls daily, within a radius of nearly 100 miles. McDonald is on call 24 hours a day. Persons whom he has helped often help in the search for desired articles; they are compensated for this aid.

"A public listing bureau might be operated in a home, starting as a part-time business by a man and his wife, with a typewriter, a telephone, newspaper advertising, and a car for emergency errands. Earnings of \$40 to \$100 per week are possible with a one-man operation, depending on the community and the man's ingenuity, aggressiveness and business ability. A constant search for salable merchandise and services, by a continuous canvassing of merchants, apartment-house managers, home owners, farmers, small industries and others would be required to keep the listings alive and interesting.

"Such a business must conform to local and state laws and regulations."

TELEPHONE-ANSWERING
AND -SECRETARIAL SERVICES

The man or woman who is closely confined to home and wants to really establish a profitable home business by telephone should consider carefully the assets and the liabilities involved in constant telephone calls resulting from operation of a telephone-answering service. Such a service is simply a plan to receive telephone calls for others who are away from home or office and must retain contact with their clients or customers. Services have been established for a limited number of paying clients, providing cover during specified hours, and have, in other cases, provided 24-hour "protection," and in larger cities have become large and highly profitable businesses.

They may be started in a city of 20,000 or more, or possibly in special circumstances, in smaller communities. Your best starting point is to discuss the possibilities in your area with the management of the local telephone company. He can inform you as to your competition, if any, and the technical problem involved regarding installation of one or more additional telephones and the rates involved, so you can figure your costs aside from your time.

One woman launched her answering service after having signed up only six subscribers and discovered that she could "break even" on costs on that basis. She recommends having a dozen clients available at the outset and reports that profits came as soon as she had more than six. After a few months she had acquired 25 subscribers, had installed a small switchboard in a little-used room in her home, and was making very comfortable profits. The charges would vary in different communities, but in this case each customer paid an "installation" fee of \$1.50, \$5.00 per month to the telephone company, and \$15 to the answering service. This provided for 100 calls a month with a charge of eight cents for each additional call. She figured about \$50 a week profit with around 30 subscribers.

Ray Giles, who has analyzed many small money-making ventures, reports the case of a young Pennsylvania woman, Emily W., who makes more than \$1800 annually as telephone secretary to a group of professional men.

Emily secured the endorsement of officers of the County Medical Association, according to Ray Giles, and "called on physicians who couldn't afford full-time secretaries to sell them her telephone serv-

ice. For a small monthly fee Emily offered to list, under the doctor's name, a special telephone number which patients would ring when the medical man was away from home. This number, the same for all clients, connected with Emily.

"And was she businesslike! Each doctor had to write the answers to a list of mimeographed questions which asked his clubs and other places he was likely to frequent when out of the office. Since then she has obtained other professional men as clients—architects, accountants, and the like—who are so delighted with her skill at finding them when they are supposed to be unfindable that they call her their Lost and Found Department."

There are many such doctor's exchanges and many communities can support more than one. Investigation among professional people and consultation with your telephone-company management may reveal ample opportunity for a resourceful individual such as yourself. Such a service may be limited to having only two telephones, one for incoming and one for outgoing calls. The fees charged may vary from about \$12 to \$16 a month according to the prevailing rates in your own community. Your sleep may be interrupted, but you make them pay for it!

A telephone-answering service lends itself to combination with activities involved in conducting a home-typing bureau such as is discussed elsewhere in this book.

SELLING PRODUCTS AND SERVICES BY PHONE

Anyone who has had a telephone for a few months has had experience with telephone salesmen. During the past 30 days, my household has had telephone solicitors offering roofing and gutter repairs, house painting, interior decorating, a carpet special sale, gardening services, landscaping, upholstering, frozen foods, auto-seat covers, new and used automobiles, television repair, real estate, a charity worthy of contributions, tickets to theater and ball games. Apparently this must be a shabby household! At other times there have been telephone offers of individual and family and house photographs, including aerial views, maps of Scarsdale, oil portraits, insurance of various kinds, inventory services, new houses, lots, summer homes, cruisers, dishwashers, and about everything except flit guns and why that has been overlooked I wouldn't know. You may have had the same experience, and *nearly everyone has from time to time*

made purchases as a result of such telephone solicitation conducted either by specialized organizations or home-telephone salesmen.

Selling by telephone has many advantages over telephone-listing or -answering services in that it is not as confining. The phone salesman or saleswoman has better control of time devoted to the project and results are large or small according to the skill and time devoted to the moving of merchandise or services.

The way in which a young Californian launched himself as a telephone salesman is recounted by Ray Giles in *Your Life* magazine. "Fred telephoned every merchant he knew with this proposal: 'Will you pay me a small commission on every sale you make through my efforts? I'll telephone people who aren't your regular customers about some special you offer for that day or week. When they ask for it, you'll know they came through me.' His telephone personality was so pleasing that he went to work immediately. He is so successful at charming people into stores that he has married, bought a car, and is ready to finance a home. For six hours every day he sits in his den glued to that telephone."

This young Californian was simply an amateur, however, compared to the fabulous Earl Prevette of Philadelphia, Pennsylvania, who reports that in 20 years he wrote \$10,000,000 of life insurance chiefly by telephone. He tells about how he did this and gives his philosophy of phone money-making in his book, *How to Sell by Telephone*. Prevette figured that with more than 20,000,000 telephones in this country, with a possible prospect at the end of every connection, it would be a wise idea to use those facilities in finding his clients. Although it is advisable to dream no little dreams, it is not suggested that the beginner at telephone selling should expect huge profits at the outset. This extremely successful case is related simply to indicate the great potentialities in telephone selling. The beginner who is not thoroughly versed in various forms of insurance might better arrange with a local insurance salesman for a commission on prospects "warmed up" by telephone calls and turned over to the salesman for "closing" of the sale.

There are smaller-scale phone-sales procedures as exemplified by:

The New York woman who used classified ads to find lonely people who for set fees could telephone her and discuss their problems and hopes and even their very loneliness. She was an interesting, sympathetic woman and broke her own loneliness with these many contacts.

The woman who called offices and factories and arranged for deliveries of box lunches.

The man who called newcomers to the area and advised them as to the stores and services he represented.

The woman who secured "leads" for a real estate agency.

The many men and women who earn a steady income by selling magazine subscriptions and taking renewals by telephone.

The woman who specialized in making Santa Claus and birthday calls to children.

PRODUCTS AND SERVICES SOLD BY TELEPHONE

Complete listing of all products or services that are sold by telephone would require a separate volume. Your telephone area, density of population, regional and seasonal popularity will all have a bearing on your selection of prospects. Your own investigation and resourcefulness will be of great value. Indicative, however, of the possibilities is this random introductory list:

Accounting	Extermination
Advertising	Food specials, frozen, etc.
Ash and rubbish removal	Furniture cleaning, repairing
Automobile accessories	Fur repair, cleaning, storage
Beauty shops	Gardening
Bedding renovating	Garden products
Bookkeeping	Gift shopping
Box lunches	Gift-shop specials
Bridal	Greeting cards
Building and house cleaning	Hat cleaning, repair
Camera repairing	Hat specials
Carpet Cleaning	Home appliances
Catering	Insurance
Cleaning and dying clothes	Jewelry repair
Clothes mending	Jewelry specials
Cosmetics	Kitchen appliances
Dance instruction	Kitchen products
Debt collection	Landscaping
Decorating	Laundry
Employment	Linen services
Entertaining	Magazine subscriptions

Market research	Real estate leads and listing
Moving	Rentals
Newspaper clipping	Shoe repairing
Nursery stock	Tailoring
Oil-burner contracts	Telephone answering
Painting, paper hanging	Telephone secretary
Phonograph specials	Telephone solicitation
Photography	Tires, specials, repairs, capping
Plastering	Travel
Plumbing	Tutoring
Polls	Typewriter repair
Printing	Typing
Radio, television sales and repair	Window and wall cleaning

Telephone selling has many advantages for the beginner. He can "start small" and experiment in a limited way with different services and products in a search for the type of thing he can sell best. He or she can start from scratch and, if persistent, develop into a first-class solicitor who will be recommended by merchants and others and the part-time selling may well be developed into a full-time operation and comfortable steady income. The experienced telephone solicitor can move almost anywhere in areas of reasonably dense population and "take his business with him."

As a first step you should consider your past experience and possible familiarity with certain products or services.

As a second step, review the leads given in this chapter and search through other pages for articles or services you would prefer to deal with. Once you are experienced you may find that you get fun and profit from selling almost any worth-while product.

As a third step, search the classified ad sections of newspapers in your area that may be seeking telephone solicitors and before going ahead discuss your plans with representatives of the local telephone company.

In some fifty cities the companies have telephone users listed by streets instead of the scattered alphabetical listing in the book. Such lists, when available, are invaluable in saturating a given area with calls. For instance, a broad scattering of calls might involve exorbitantly expensive deliveries for your client.

Then consider carefully the comparatively small costs involved and the amount of business you would need to do to "break-even,"

and consider the time you have available for the project. Go ahead and test it if you see a chance to gain reasonable payment for your time.

Prepare your telephone sales talk carefully and have it before you whenever you make a call until you have it memorized in whatever revised form seems most effective. Some organizations will provide you with carefully organized sales talks and kits, as does the *Reader's Digest* of Pleasantville, New York. "Right in your telephone is hidden a ready source of extra income," says Allan Scott, of that organization. "Thousands of men and women earn an extra \$5.00 to \$50 *every week* by using their telephones to secure *Reader's Digest* subscriptions. We send a Community Representative Kit. This kit gives clear directions on what to say, how to say it; tells successful methods which help some *Digest* representatives earn over \$5000 a year. Others earn 'pin money' in spare moments."

YOUR VOICE OVER THE WIRES

Your voice can be an asset or a liability in making money by telephone. "Juries, dogs, grown-ups and children react in about the same way to voices," according to Margery Wilson, author of *Charm* and other books on etiquette. "The human voice is a variable quantity. No matter what you think your voice sounds like, rest assured it doesn't sound that way all the time. Every shade of emotion, enthusiasm, boredom, love, hate, assurance and fear are reflected in your voice as they pass across your consciousness."

No matter how you think your voice sounds by telephone it would be well to find someone with a tape or disk recorder. Speak into it and play it back and study it for any defects. On more than one occasion I have heard records of my voice in radio broadcasts and I simply wouldn't know the voice as mine without the identification of the subject matter broadcast. My voice sounds fine to me but tends to a monotone and that is largely due to the fact that I have what telephone companies call "lazy lips," a common fault in speech.

The fault is so common the New York Telephone Company issued this remedial message:

"To be easily and accurately understood it is necessary, of course, to speak distinctly. You do this if you pronounce your words carefully, giving proper form to each sound in every word.

"Just try this: Open your mouth slightly—and now, hardly moving your jaw, or tongue, speak a few sentences.

"You've heard people talk in just about that way, and probably had trouble in understanding them. They're suffering from stiff jaws, lazy lips, sleepy tongues! No wonder their words sound mumbled, shut in, or 'swallowed.'

"If your speech is not as clear and distinct as it should be, here are some simple exercises for your lips, tongue and jaw which will make them flexible and more quick and sure to do their duties.

"To exercise the lips: (1) extend them forward in open circular form; then let them relax and return to normal. Repeat several times. (2) Starting with lips closed puff them apart with the breath, as for the sound of 'p' in the word 'part,' and repeat this rapidly. (3) Repeat, adding the various vowel sounds, in order, as 'pah,' 'pay,' etc. (4) Again repeat, substituting the 'b' sound, as, 'bah,' 'bay,' etc.

"To exercise the tongue: (1) with mouth well open, curve tip of tongue upward to touch gums just back of front teeth, and return to normal. Repeat several times, gradually speeding up. (2) Repeat, sounding 'lah' each time tongue is lowered. (3) Again repeat, successively using the sounds 'tah,' 'nah,' and 'dah.'

"To exercise the jaw: (1) drop the jaw, with muscles relaxed, far enough to permit inserting the thumb sidewise between the teeth. Return to closed position, and repeat several times. (2) Repeat, sounding the syllable 'mah' each time the jaw is dropped. (3) Repeat, using the sounds 'maw' and 'moh.' Avoid any forcing down or stiffening of the jaw. It should drop loosely."

While clarity is very important do not let any suggested changes instill artificially produced honeyed tones in your voice. Sincerity and naturalness are of the highest importance. You may amuse yourself, if no recorder is available, by standing in a room corner as close as you can get. Speak directly into the corner and you will hear yourself more as others hear you.

A helpful book is *How to Sell by Telephone*, by Earl Prevette. Cummings Enterprises, the Keystone State Bldg., Philadelphia 7, Pa.

CHAPTER FIFTY-ONE

How to Package, Name, and Label Your Product Successfully

YOU HAVE a fine idea and an excellent product, but that is not enough if you are to sell it successfully. You must give it a good name, an inviting label, and an attractive package if you are to win the steady income your efforts and your product deserve. It is at this stage that many a man or woman bent on establishing a home business feels blocked because of lack of any previous experience in packaging. There is no mystery involved in wise naming, labeling, and packaging. Your own good judgment and careful consideration of the possibilities are all that are required. These pages will give you the basic information needed and point the way to the "tools" available to you, whether your package requires beautiful cellophane or kegs or crates or a plastic bottle that will spray your product, or any of the thousands of package forms and wrappers already designed and awaiting selection or adaptation to your own particular requirements.

Don't underestimate the importance of proper packaging. Your success or failure depends on your efforts in this direction. There are, of course, many instances in which home products are sold to friends and neighbors in homely makeshift containers. There are housewives and home craftsmen and others who have started their own small businesses in a very small way without paying much attention to proper packaging. Without exception, however, your sales will be more plentiful and continuing and your ultimate profits much larger if you name and label and package your product professionally.

HOW TO NAME YOUR PRODUCT

You want a name for your product that will identify it when satisfied customers want to order it again. You want a name that is inviting and, if possible, descriptive. You want a name that you can

patent to protect yourself from imitators. If for some reason you require a simple name—your own, for instance, as part of your company name—you can develop a good supplemental “blurb” or slogan to identify your wares additionally. As you search for a name put down every possibility, no matter how wild, on sheets of paper—ofttimes a freak suggestion will on reconsideration prompt an ideal name. Use your own taste and judgment and ask your friends to help on the basis of names you have under consideration. Keep the buyer in mind. Put yourself in the position of the buyer. Would the name intrigue you? Which would you rather buy for yourself or as a gift: Hogwallow Honey in a cracked jar with a smudged label, or Flower-Fields Honey in a golden jug that would grace the family table?

The U. S. Department of Commerce points out that a successful product name has certain general characteristics. To the extent possible, it is:

1. Short
2. Simple
3. Easy to spell
4. Easy to read
5. Easy to recognize
6. Easy to remember
7. Pleasing when read
8. No disagreeable sound
9. Easy to pronounce
10. Pleasing when pronounced
11. Cannot be pronounced in several ways
12. Does not go out of date
13. Adaptable to package or label
14. Can be easily connected with trademark
15. Available for use (not in use by another firm)
16. If to be exported, pronounceable in all languages
17. Not offensive, obscene, or negative
18. Not similar to some foreign word
19. Descriptive or suggestive of product and use

Frequently the product itself will suggest an appropriate name, as it did for Mrs. Elizabeth Nelson of Lynn, Massachusetts, who had the idea of selling penny-candy assemblies with its nostalgic appeal and named her package “Joys of Childhood Candy.” Throughout this book you will encounter the descriptive, suggestive, identifying names

selected by others for their particular products. You may want to give your product a worldly or a rustic appeal. Frequently the regional appeal is valuable: southern products, Cape Cod, the salt ocean, the fresh water of inland lakes (Land O' Lakes butter), Vermont maple syrup, redwood products in California, Indian names from the Southwest. Careful consideration in selection of a name is rewarding.

ELEMENTS OF A GOOD PACKAGE

Even more rewarding, in all probability, is the proper selection of package for presentation of your wares. Your package should of necessity perform the function for which it is intended. It should have the proper strength, be designed to present your offering enticingly, be convenient to handle. You should consider the uses of your package, its storage possibilities. Will it stand up under shipment and protect against spoilage? Will it be satisfactory for display in stores? Will it be immediately destroyed in the home, or used for a period of days or weeks or months? And how will it be stored at home?

Outlining the elements of a good package, the U. S. Department of Commerce booklet on developing and selling new products states that the package should:

1. Protect the product
2. Carry the product in convenient quantities
3. Keep marketing costs down
4. Advertise and stimulate purchase of product
5. Provide necessary information to the buyer
6. Help clerk to sell the product
7. Help sale of other products in line
8. Reduce amount of returned goods

"In many instances, a package should be so designed as to stand out on the shelf. Many manufacturers and retailers also believe that the color combination on a new package should be identical with the general color combination of the manufacturer's existing line of products. It is also considered desirable for the customer to be able to read the name of the product when it is in a stack four or five feet away. And if the package is to be sold separately from special displays, it should look well in a pyramid or other arrangement."

At the outset you may feel bewildered as to where to turn for the

package you need, but there is no mystery involved. There are hundreds of places available to give you leads to an amazing array of materials. There is a packaging world open to you, specialists available to help you, and sources of information that are yours for the using.

STANDARD PACKAGING FORMS AVAILABLE

At the outset you can survey here the standard packaging forms that are available and can be used "as is" or adapted to your particular product. These standard forms are developed into so many thousands of special uses it would take a volume of hundreds of pages simply to list them all. The standard packing forms include: set-up boxes, folding cartons, paper containers, metal cans, glass bottles and jars, fiber and composite containers, plastic packages, capsules, molded pulp and fabric containers, bags, collapsible tubes, seals, labels, tags, liners, closures.

Set-up Paper Boxes. Available to you are set-up paper boxes for the packaging of *almost anything*. They are re-usable and can be covered in multiple ways to adapt them to your particular uses if you have some bright ideas to make them more individual. They come in a variety of shapes and sizes, plain or artistically decorated. Some have transparent tops or peepholes to reveal the contents.

Folding Cartons. There is an almost bewildering array of folding cartons that have many values for you. Because they are flat they are economically produced in a variety of appealing colors and can be printed to contain the legend of your own product. Among other economies involved are the ease of shipping to you, your storage in small space, the ease of handling. They can be set up as needed at convenient times. They are available for a wide variety of products and so standardized they simplify your own packaging problems.

Glass Containers. For centuries glass containers have been in use around the world. They can be secured in numerous shapes and sizes, ranging from little things to imposingly large forms. In many instances the glass bottles and jars and boxes are so artistically designed they are highly valued as collectors' items, for vases, jewel boxes, re-use in many ways in home and kitchen, and their sales appeal can greatly enhance the value to you.

Metal Cans. The designing of metal cans has been developed to offer safety, economy, versatility, purity, insurance against spoilage.

Cans require a label which adds, of course, to your costs but carries your identification and sales message. They are made in a large variety of shapes and sizes for special purposes ranging, for instance, from beautiful candy boxes, cake containers, cans with spraying devices attached, to the plain, basic tomato can. There may well be a can for your own product that will increase the salability.

Fiber and Composite Containers. The fiber cans and other containers are made with paper board and metal or paper-board tops and bottoms and are lined with combinations of various materials such as cellophane, sprayed coatings, aluminum foil, etc. to meet requirements of the material to be packaged. They have many advantages for a variety of products—opening and reclosing features, rigidity, economy.

Plastic Packages. You are undoubtedly familiar with the increasing popularity of plastic packages with hinges, or spouts for spraying, or “window” display of contents, and in many instances the packages can be re-used by the buyers. Because of the transparent tops and side walls you can get various color effects. They can be used for packing nuts and bolts or fancy candies and a thousand other things.

Collapsible Tubes. The collapsible metal tube made of lead or aluminum or tin and coated is available for products of infinite variety, ranging from anchovy paste or concentrated lemon juice to grease or ink. They are available for medicinal and chemical compounds, and there may be a tube for your own product.

The proprietor of the home business must use his or her own resourcefulness in securing the ideal package for a given product. The large manufacturers are not especially interested in filling small orders, so the home-business operator should use local business directories to locate jobbers from whom they can obtain information and packaging materials, and frequently local stores are willing to overorder for their own requirements to sell you a small supply for testing purposes.

THE U. S. DEPARTMENT OF COMMERCE WILL HELP YOU

Requirements for individual packing and shipping containers are so varied it is beyond the scope of any one book such as this to provide the detailed information required. But the U. S. Department of

Commerce, Washington 25, D.C., and all of its many field offices in various cities, has specialists who are at your service on specific requests for information. They will direct you to proper sources of information, and for a few cents the business-information service of the department will send a directory of basic information sources. This directory states:

"The publications listed below are available from the Superintendent of Documents, Washington 25, D.C., at 5 cents each, except starred (*) items, which are available free from the Commodity Standards Division, National Bureau of Standards, Washington 25, D.C."

- *R10-47 Milk and cream bottles and bottle caps
- R20-28 Steel barrels and drums
- R41-42 Agricultural insecticides and fungicides (packages)
- R42-43 Grocers' paper bags
- R44-36 Boxboard thicknesses
- R59 Rotary-cut lumber stock for wire-bound boxes
- R60-43 Packaging of carriage, machine, and lag bolts
- R64-30 One-pound folding boxes for coffee
- R65-31 Packaging of overhead electric railway materials
- R69 Packaging of razor blades
- R70-46 Salt packages
- R11-32 Glass containers for preserves, jellies, and apple butter
- R104-30 Packaging of flashlight batteries
- R107-31 Glassine bags
- R117-30 Packaging of dental plaster, investment, and artificial stone
- R120-40 Ice-cream-brick molds and cartons
- R123-43 Carbonated-beverage bottles
- R126-41 Set-up paper boxes
- R127-41 Folding paper boxes
- R128-41 Corrugated-fiber boxes
- R129-41 Notion and millinery paper bags
- R131-35 Glass containers for mayonnaise and kindred products
- R132-36 Ice-cream cups and cup caps
- R135-32 Wooden butter tubs
- R144-45 Paints, varnishes, and related products (colors and containers)
- R145-33 Packaging of electric railway motor and controller parts
- R146-41 Corrugated- and solid-fiber boxes for canned fruits and vegetables
- *R148-47 Glass containers for cottage cheese and sour cream
- *R155-40 Cans for fruits and vegetables (names, dimensions, capacities, and designated use)
- R156-41 Extracted-honey packages
- R161-35 Packaging of automotive (bus) engine parts

- R162-36 Tinned-steel ice-cream caps
- R170-38 Spice containers (tin and fiber)
- R171-38 Wooden boxes for canned fruits and vegetables
- R172-38 Stock folding boxes for garments and dry cleaning
- R173-38 Stock folding boxes for millinery
- R175-40 Heavy-duty, round-nesting, paper food and beverage containers and lids
- R178-41 First-aid unit dressings and treatments (packaging of)
- R188-42 Spring and slotted clothespins (sizes and packaging)
- *R189-42 Round and flat hardwood toothpicks (packaging and sizes)
- R192-45 Crayons, chalks, and related art materials for school use (types, sizes, packaging, and colors)
- R193-42 Packages for shortening, salad oil, and cooking oil
- R196-42 Glass containers for green olives
- R197-46 Glass containers for maraschino cherries
- R200-43 Paper boxes for toiletries and cosmetics
- R203-44 Containers and packages for household insecticides (liquid-spray type)
- R208-46 Milk-shipping cans
- R209-45 Peanut-butter packages and containers
- R218-46 Paper tubes for packaging milk-bottle caps
- R226-47 Standard-grade galvanized ware
- R228-47 Pallets for the handling of groceries and packaged merchandise

TRADE AND INDUSTRY ORGANIZATIONS WILL HELP

Many of the packaging trade and industry organizations have pamphlets available free or for small fees. A comprehensive list may be found in *Trade and Professional Associations of the United States*, Industrial Series No. 3, published by the U. S. Department of Commerce.

Be as specific as you possibly can when you request information from these associations. If you are vague, your requests may be ignored. But don't let that stop you. Get in touch with the U. S. Department of Commerce field office nearest to you. Field offices are listed in Part Eight.

Among the trade and industry organizations are the following:

TRADE AND INDUSTRY ASSOCIATIONS

Adhesive Manufacturers Assn. of America, 441 Lexington Ave., New York 17, N.Y.

American Veneer Package Assn., Inc., 1025 Connecticut Ave., N.W., Washington 6, D.C.

- Can Manufacturers Institute, 1126 Shoreham Bldg., Washington, D.C.
also 60 East 42nd St., New York 17, N.Y.
- Coated and Processed Paper Assn., 1002 Union Trust Bldg., Providence,
R.I.
- Collapsible Tube Manufacturers Assn., 19 West 44th St., New York 36,
N.Y.
- Division of Simplified Practice, Bureau of Standards, Department of
Commerce, Washington 25, D.C.
- Fibre Box Assn., 224 S. Michigan Ave., Chicago, Ill.
- Fibre Drum Manufacturers Assn., P.O. Box 1328, Grand Central Station,
New York 17, N.Y.
- Folding Paper Box Assn. of America, 521 5th Ave., New York 17, N.Y.
also 337 West Madison St., Chicago 6, Ill.
- Glass Container Manufacturers Institute, 8 West 40th St., New York 18,
N.Y.
- Glassine & Greaseproof Paper Manufacturers Assn., 122 East 42nd St.,
New York 17, N.Y.
- Label Manufacturers National Assn., 1700 Eye St., N.W., Washington
6, D.C.
- Laminated Foil Manufacturers Assn., 1002 Union Trust Bldg., Providence
3, R.I.
- Liquid-Tight Paper Container Assn., 1532 Lincoln-Liberty Bldg., Phila-
delphia 7, Pa.
- National Assn. of Frozen Food Packers, 1415 K St., N.W., Washington,
D.C.
- National Assn. of Glue Manufacturers, 55 West 42nd St., New York 36,
N.Y.
- National Assn. of Sanitary Milk Bottle Closure Manufacturers, 1532
Lincoln-Liberty Bldg., Philadelphia 7, Pa.
- National Burlap Bag Dealers Assn., Inc., 60 Bolivar St., Brooklyn, N.Y.
- National Canners Assn., 1133 20th St., N.W., Washington, D.C.
- National Confectioners Assn., 1 North LaSalle St., Chicago 2, Ill.
- National Fibre Can and Tube Assn., 41 East 42nd St., New York 17, N.Y.
- National Flexible Packaging Assn., 6075 Northwest Highway, Chicago
31, Ill.
- National Food Distributors Assn., 110 North Franklin St., Chicago, Ill.
- National Meat Canners Assn., 59 East Van Buren St., Chicago, Ill.
- National Paint, Varnish & Lacquer Assn., 1500 Rhode Island Ave., N.W.,
Washington, D.C.
- National Paperboard Assn., 80 East Jackson Blvd., Chicago, Ill. also 40
East 41st St., New York 17, N.Y.
- National Paper Box Manufacturers Assn., 1106 Liberty Trust Bldg., Phila-
delphia 7, Pa.
- National Wooden Box Assn., Barr Bldg., Washington 6, D.C.
- Packaging Institute, 342 Madison Ave., New York 17, N.Y.
- Paper Bag Institute, Inc., 369 Lexington Ave., New York 17, N.Y.
- Paper Cup and Container Institute, Inc., 1790 Broadway, New York 19,
N.Y.

Paper Pail Assn., 111 West Washington St., Chicago 2, Ill.

Paper Shipping Sack Manufacturers Assn., 370 Lexington Ave., New York 17, N.Y.

Paraffined Carton Assn., 111 West Washington St., Chicago 2, Ill.

Steel Shipping Container Institute, Inc., 570 Lexington Ave., New York 22, N.Y.

Technical Assn. of the Pulp & Paper Industry, 122 East 42nd St., New York 17, N.Y.

Textile Bag Manufacturers Assn., 611 Davis St., Evanston, Ill.

Waxed Paper Institute, 38 South Dearborn St., Chicago 3, Ill.

Wirebound Box Manufacturer Assn., 327 South LaSalle St., Chicago 4, Ill.

Wooden Box Institute, 55 Montgomery St., San Francisco 5, Calif.

Much helpful information in planning your packages can be secured from *Modern Packaging Encyclopedia*, published annually, with sources of supply and a mass of illustrated material. This publication is associated with the trade magazine, *Modern Packaging*, 122 East 42nd St., New York, N.Y., edited by Pearl Hagens who has given intelligent, understanding, highly valuable advice to many beginners as well as professionals with packaging problems. This monthly magazine conducts a packaging consultation service.

Printers of labels who can be located through your local directories can be very helpful as you plan to glamorize or personalize your product in standard containers. Frequently the artistically designed package may cost more than the product it contains and still make your entire offering salable at a profitable figure.

The wise home-business operator will go to the stores and shops where products in his general field are displayed and sold. A study of your competition will often give you ideas that you can incorporate in your own work. And if your sales can be developed to a reasonably large volume, you can locate, through the sources given here, organizations that will even prepare as well as label and package and warehouse and ship your product for you, relieving you of all that detail and giving you a highly efficient and professional service.

You can solve your own particular problem of packaging if you really work at it. It is at this point that many a home-business operator becomes discouraged and gives up—but that leaves a wider field open for you if you methodically plan and investigate. Elsewhere in this book you have read about Mrs. Nelson who went to a score of printers before she discovered that one of her local plants could turn out the type of printing and box she wanted for her candy product.

Her persistence at that point carried her through to the establishment of a profitable business that has repaid her many times over for that initial effort. You have also read about Mrs. Kempton who went to the American Can Company for decorated containers for her fruit cakes.

Points to review in connection with your package include these:
Strength adequate for the purposes of display and shipping or both.
Dependable source of supply.

Is it designed to enhance sales appeal and encourage repeat buying?
Is it practical?

Can the over-all sales price cover the cost of product and container adequately?

Will the package take the printing or label clear and in colors to convey your message?

The matter of labeling properly is of vital importance. If your labels are wrong you may have to call in your product and go to the expense of relabeling. Full, complete honesty in labeling is required. This is especially true where food and chemical products are involved. The label must show what has gone into a food product, how much it weighs, name and address of maker, packer or distributor. Most commodities are sold by net weight, numerical count, or standard measure. You can check with your local or state bureaus of weights and measures and local or state health departments. Don't just dash out the wording of a label that sounds all right to you. Check carefully to get the facts and requirements applying to your particular product.

Part Eight

HOW TO MIND YOUR OWN HOME BUSINESS

CHAPTER FIFTY-TWO

You Adopt the Business Attitude

WHEN YOU DECIDE to establish a small home business of your own, it is vital that you adopt the business attitude—and consider the lowly turtle. You can have fun in operating a home business, but *no matter how small you start it is important that you consider it as a BUSINESS* and not just a lark or something you “take a whirl at.” It is also advisable that you adopt the old motto that goes something like this: “Consider the turtle—it makes no progress without putting its neck out.” If you have ever observed a turtle making its slow, steady, and customarily safe progress, you note that it looks out of its shell, then takes positive action by putting its neck out—but cautiously. *The turtle rarely puts its neck out so far it can't withdraw it quickly to avoid serious damage.*

In adopting the business attitude you give yourself strength in your undertaking, you investigate thoroughly, you plan carefully, you work positively for the success of your operation. Throughout this volume you have encountered the stories of hundreds of individuals who, without previous business experience, launched successful home enterprises. In almost every case considered the successful ones adopted the business attitude. They took their projects seriously and took time to get pertinent facts. Even in striving for pin money in simple projects, *there is more pin money to be had by being businesslike in your approach.* It is even more important where your investment is larger.

The chief importance of the business attitude is that with it you carefully study your operation and keep adequate records. This is done because of the simple reason that frequently the small project grows apace, and the more businesslike your beginning, the better background you will have for transition of your minor home business into a really sizable business that may support you and your family and provide for its future.

Essentially there is little difference between your small home business and a business set up in a small store or shop or office.

Ofttimes the transition from one to the other is almost forced upon you, and your own home-business operation on a small scale is an ideal training course for the operation of a business on a larger scale. Countless thousands of men and women have followed this course. You have read about many of them in these pages. The most successful of them use businesslike caution.

AVOIDING THE PITFALLS OF SMALL BUSINESS

A surprisingly large percentage of new businesses fail each year for the simple reason that the operators haven't adopted the business attitude and apparently never heard of our turtle that sticks its neck out—but cautiously. There is often advantage in the *bold* stroke—but can you afford it? Some of the failures, when analyzed, reveal that the operators had almost *planned for* collapse rather than *planning for success*.

If you want your project to FAIL, here are a number of the proved ways to attain that failure rather quickly:

1. Go off half cocked. Jump into a project without careful planning and risk your family savings or borrowed money in a "BIG" operation WITHOUT first testing it on a small scale.
2. Overlook some of your costs, your own time included, and so underprice your service or your product.
3. Don't bother to figure out whether you have enough capital to carry through on a small scale. Overlook this item and you may have to stop just when you have reached a point where you could cash in profitably.
4. Don't bother with records, and this way you can go on kidding yourself you are doing beautifully until you find you have flopped.
5. Overestimate your sales ability and underestimate the time it will take to get your product flowing steadily to market.
6. Underestimate your competition and go into business with an inferior product instead of making sure your product is thoroughly acceptable.
7. Don't bother with a credit policy; use your own credit too freely and give credit too freely to others.
8. Dip into your bank account or sugar bowl for personal expenditures so you don't know whether you are winning or losing until

the money is gone; also let members of the family do the same kind of "dipping." (You sap!)

9. If your product is initially successful, expand it more rapidly than your finances will permit. Put your neck out farther than the cautious turtle.
10. Put members of your family or friends on your pay roll without being sure you get adequate services in return.
11. Ignore the fact that even the most successful of business operations hit snags, make mistakes, encounter poor seasons.
12. Borrow money from your relatives or friends or anywhere you can get it without having a definite plan as to how that money is to be used and how and when it is to be repaid. (You swindler!)
13. Buy carelessly. Ignore the fact that discounts are vital, and you can wipe out any chance you have for profit.
14. Figure that now you are "in business" you can take it easy and the business will take care of itself.
15. Ignore zoning and health and licensing laws and regulations.
16. Don't bother to get advice and don't bother to build up your own little business library, and ignore the fact that thousands of specialists are available without charge to help any man or woman who has a good product or service and a sound plan to put it into operation and make it profitable.

YOU CAN WIN AS OTHERS HAVE. GET STARTED

You can read in this book and elsewhere of thousands of men and women who have started small and carefully and established thriving home businesses. Frequently they have done this on little or no capital; as a matter of fact, many failures are "blessed" with *too much* capital.

The elements of business records, taxes, investigation may sound forbidding as you see them concentrated in a few pages. Actually, when you take up these matters *one at a time* and *learn as you go along*, they can become fascinating. Good judgment, *so-called common sense*, if you possess it, *is a capital beyond measure!*

If you can make or do something better or cheaper than others need or desire and get started today, you have a good chance to profit with your home business. Although it would be fine if you could "know all the answers" before starting, that might require that you spend your life in "getting-ready-to-begin-to-start-to-com-

mence" your home business. In a lifetime of working with business- and professional men and women and analyzing their operations, *this writer has not met one who knew all of the answers at the outset.* This writer successfully established and operated several very successful businesses with less crystallized knowledge of the processes involved than is contained in this one volume. Don't be afraid of business. Use your common sense. *Get started!*

HELPFUL BOOKS AND PAMPHLETS FOR BUSINESS FOLK

Booklets prepared under direction of the U. S. Department of Commerce and available from the Government Printing Office, Washington 25, D.C.:

Establishing and Operating Your Own Business

A Small-Business Index to Selected Publications

American Business Directories

Checklist to Help You Introduce Your New Industrial Products

State, Regional, and Local Market Indicators, 1939-1946

Merchandise Display for Simplified Service in Department and Specialty Stores

Developing and Selling New Products

National Associations of the United States. A directory.

How to Run a Small Business, by J. K. Lasser. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

How to Organize and Manage a Small Business, by Nelms Black. University of Oklahoma Press, Norman, Okla.

Information Sources for Small Businesses, by James C. Yocum and Emma Ferrin. Bureau of Business Research, Ohio State University, Columbus, O.

Steps to Successful Credit Selling, by Dr. Clyde William Phelps. National Retail Credit Assn., St. Louis, Mo.

A Guide for Retail Advertising and Selling. National Assn. of Better Business Bureaus, Inc., 405 Lexington Ave., New York 17, N.Y.

A Popular Guide to 2,500 Government Publications, by W. Philip Leidy. Columbia University Press, 2960 Broadway, New York 27, N.Y.

See books and pamphlets listed in following chapters and elsewhere in this book.

CHAPTER FIFTY-THREE

Sole Proprietorship, Partnership, Corporation?

WHEN YOU LAUNCH your own home business you should consider whether you will operate it as the sole proprietor, form a partnership with members of your family or others, or set up a corporation. These are the three most common and basic forms of business organization, and each has certain advantages and disadvantages. Your selection of one best suited to you will depend to some extent on the type of business you contemplate, financial requirements, and plans for the future.

SOLE PROPRIETORSHIP:

ADVANTAGES AND DISADVANTAGES

Most home businesses are started and operated under sole proprietorship. Among the advantages of this form of operation are these:

It is the simplest, fastest, and easiest way to get started, to continue operation, to quit if and when you want to with the minimum of formalities.

It provides the most complete amount of privacy.

An individual has great freedom of action, is not bound by the restrictive requirements of partnership agreements or corporate charter limitations.

You are the sole "boss," closely in touch with all details of your business and your customers; you keep your own hours; all responsibility centers directly in you.

The profits are all yours after payment of taxes.

There may be certain income tax and social security advantages according to your own special circumstances. Consult an attorney or certified public accountant who can help you start most wisely.

Some of the disadvantages of sole proprietorship are these:

The disability or death of a sole proprietor may halt operations entirely.

You carry all the responsibility for organization, conduct of the business, and are entirely dependent on your own capabilities except as you reach out for intelligent help. The load may be so heavy you hamper growth of your operation.

Your liability for losses incurred by yourself or employees is unlimited. You become personally responsible for all debts of your operation, and if you should unwisely become too deeply involved financially, creditors may attack many of your possessions and even your salary checks from other sources can be involved in litigation.

PARTNERSHIP:

ADVANTAGES AND DISADVANTAGES

A partnership can be set up quickly and easily for little expense. A partnership is simply an arrangement by which two or more persons go into business together on the basis of a written agreement. Don't for one short minute consider going into partnership with *anyone* without a carefully drawn-up agreement prepared by a lawyer. The partnership operates under its self-imposed agreement and has no limitations as does a corporation.

Advantages of a partnership include these:

It usually results in a greater assembly of capital than the sole proprietorship.

It usually brings into the partnership others who can make a sound contribution to the success of the enterprise and perhaps to its services, credit, friendly connections that can be helpful.

It can result in a much stronger organization for the profit of all. For instance, one partner may be fine on production but weak on selling and promotion, whereas the partner who is a good salesman may be a scatterbrain as far as production is concerned. Partners can unite specialized skills for the common good of all in the enterprise.

If there are profits after taxes, the partners share them. The partnership makes an income tax report but pays no tax as does a corporation. Each partner includes income from the partnership in his individual tax return.

If there are losses, they are shared by the partners.

A partnership may make it easier to get credit for supplies—or loans when and if necessary—because of the greater personal liability of all partners involved.

Disadvantages of a partnership include these:

Disability, death, bankruptcy, or withdrawal of a partner may end or disable the partnership.

Each partner is an individual and people act like people. While all may be harmonious in a small venture with no large profits, if the enterprise grows and considerable sums are involved, the change in circumstances can change the individuals involved. The partnership is a close business relationship, and changing personalities may result in irritations and disagreements that affect the business health of the partnership. Sometimes wives and children of partners develop other irritations and jealousies that are troublesome.

Partners may develop serious disagreement as to division of responsibilities, and one may feel he contributes a great deal more than another and should have a greater share in the profits.

There is unlimited liability for each partner, which may result in one or more partners having to use personal assets to pay debts of the partnership. A partner can, however, buy insurance to protect against such an event. Consider this responsibility carefully before going into a partnership. A partner, honest today, may become involved in domestic or other financial difficulties that make him desperate enough to become a thief.

A partnership interest is usually difficult to sell to others.

Contracts made by one partner are binding on all partners, even though made without the knowledge or consent of other partners.

CORPORATION:

ADVANTAGES AND DISADVANTAGES

One or more individuals can organize a corporation that is chartered by public authority to conduct the business specified. A corporation is a more complicated business structure than a sole proprietorship or a partnership, and unusually involves a greater expenditure.

Some of the advantages of a corporation are these:

Liability of a corporation stockholder is customarily limited to the exact amount of the individual's investment in the stock and his share of any surplus that may have been accumulated. Risk is spread

over a number of stockholders. If a corporation goes bankrupt, you lose only your investment. Your other holdings are not involved in any way.

Unless restricted by some special arrangement, a stockholder can sell his shares in a corporation.

It is sometimes easier for a corporation to secure additional capital than is the case for proprietors or partners.

Profits of a corporation, when voted by the corporate board of directors, are distributed as dividends precisely according to the units of stock owned.

Some of the disadvantages of a corporation include these:

The higher cost of organization, necessity of board of directors, and more formal operation.

A corporation is restricted to the kinds of business authorized in its charter and subject to a number of regulations and restrictions involved in the corporation laws of the home state and other states in which it may want to do business.

If stock is to be offered to the public, an expensive and somewhat troublesome procedure is required to meet the requirements of registration of the stock with the Securities and Exchange Commission of the United States.

The corporation pays taxes on its profits before dividends can be declared, and then you pay taxes on the dividends you receive.

Corporation reports and tax returns and other operations result in somewhat larger expenditure for legal and accounting fees.

CHAPTER FIFTY-FOUR

10 Ways to Get the Money

THERE ARE MANY ways to raise money for the launching and maintenance of a small home business of your own. Particularly at the start you may find it difficult to get money from others for your operation. However, if your idea is sound and you have tested it and demonstrated that you know what you are doing, and if you have

demonstrated your responsibility and good character, you may find it easier to get money than would appear on the surface.

Here are some of the ways in which money can be raised:

1. *Your own savings.* This is the best way of all for a small start, as you are not burdened with interest and can operate freely. Don't risk all of your savings. Take only a part and start small. The great advantage in starting on "a shoestring" is that you are completely independent in testing your project on a small scale to determine the potential of your idea or product or service and its profitable marketability. Operating on the well-known shoestring, you are working in your own business laboratory and learning all phases of your operation firsthand. If you find that your project has greater potentialities, it is better that you start small, for once it is proved in testing you can make a better deal for financing and still retain complete control.

2. *Your life insurance.* Examine your life insurance policies. Most such policies have provision for making loans against the cash value and face value of the policy. If you have heavy family responsibilities, it is not recommended that you borrow money on your insurance. When you borrow on a life insurance policy you are charged interest and the amount of protection is automatically reduced by the amount of the loan and any accrued interest, and if the policy becomes a claim before the loan is repaid the loan and interest are deducted before payment. Many policies have cash surrender values, but usually this kind of policy is such a fine fundamental asset for family protection that a man or woman should be hesitant to surrender the policy for the immediate cash available. Sometimes life insurance policies with cash surrender values are used as collateral for a loan at a bank or elsewhere.

3. *Loans on your property.* Your automobile and some of your household goods, real estate and other possessions, such as stocks and bonds, can often be used as collateral for loans.

4. *Money from family and friends.* This is one of the most common methods of raising money and it is also one of the best-known ways to wreck family and friendly relationships of many years' standing. Suppose you can't pay the interest on time. Or, perish the thought, suppose you can't repay the loan on time—or ever! Also, Sister Susie or Uncle Oscar, who provided some cash for your home business, may decide they want a slice of it and should go on your pay roll just because of the financial aid and not because of any

other contribution they can make. This puts a dead weight on your enterprise that may wreck it.

5. *Partners or stockholders.* This is discussed in another chapter. Partners can contribute both capital and experience. Beginning home businesses rarely incorporate, and if they do, stock in such enterprises is difficult to sell. These methods of money raising can often be considered later, after testing of your project.

6. *Local capital pools.* Some communities have individuals or small groups of bankers and other businessmen with capital who will make loans on promising enterprises. If you have a sound project you may be able to interest one of these individuals or groups, who can be located by inquiry at your bank or among business friends. They are more apt to assist you *after* you have started and demonstrated the possibilities of your home project. In Albert Lea, Minnesota, for example, there is a local committee for economic development that set up a private organization called Jobs, Inc. Capitalized at \$100,000, this group has provided fixed and operating capital for new and old local industries.

7. *Your local bank.* You will probably have difficulty getting your local bank to help finance your beginning home business, but it is well worth your time to discuss its possibilities, as the banker will have a "tough" view and may raise questions that you should be able to answer in interesting others. Some banks do have a policy of loaning to small beginning enterprises, and if your idea is exceptionally good and you have a sound record of reliability behind you, you may be able to get the funds you require. Usually, however, the loans will be on a six-months-to-a-year basis, and you want to be sure you can repay or your credit will be damaged. The *actual* bank interest you may pay on a small business loan may be 12 to 16 per cent (6 to 8 per cent discounted). Some banks make small personal loans on character and with co-signers to the notes. Also, they may make loans secured by your automobile, home, or other property.

8. *Finance companies and factors.* Finance companies and factors do a large business aiding financing of small businesses, usually specializing in providing some financing on the basis of your receivables—money owed to you by customers. Most small home businesses are conducted on virtually a cash basis, however, so this type of financing is usually limited to larger operations.

9. *Small-loan or personal-finance companies.* In most states the laws restrict these companies to loans of \$300 or less. Their rates of

interest are higher than some other sources, but in most states these rates are limited by statute.

10. "*GI*" loans. There are special provisions for so-called GI loans by private lenders and insured by the Veterans Administration. These loans for servicemen and -women, because of Veterans Administration guarantees, may make it easier to get financing from private or bank sources. Information regarding such loans can be secured from field offices of the U. S. Department of Commerce or the Veterans Administration in Washington.

HELPFUL PAMPHLETS FOR LOAN SEEKERS

The Small Businessman and Sources of Loans. U. S. Department of Commerce. Government Printing Office, Washington 25, D.C.

The Small Businessman and His Bank. U. S. Department of Commerce. Government Printing Office, Washington 25, D.C.

Facts You Should Know about Borrowing. Better Business Bureau, 405 Lexington Ave., New York 17, N.Y.

Facts Veterans Should Know before Starting a Business. Better Business Bureau, 405 Lexington Ave., New York 17, N.Y.

CHAPTER FIFTY-FIVE

Your Home-Business Management

YOU CAN DESTROY a good idea, lose your initial investment, waste all of your planning and work in the production of your product or delivery of your home service if you do not keep simple, accurate records of your operations, buy and price carefully, and observe regulations applying to your project.

Your records can help you become a successful home-business man or woman or speed you on the way to failure. If this gives you visions of slaving at all hours of the night trying to be a certified public accountant, destroy those visions. You can keep necessary records without slavery.

It would be ideal if you knew someone experienced in bookkeep-

ing and accounting who could help you set up a simple set of books that you could easily follow with an occasional checking by an experienced person. Sometimes a neighboring store has a book-keeper who would like to earn a few dollars after hours setting up your books and keeping an eye on them for you. Your local banker might put you in touch with someone who will help, or help you himself. If such help is not readily available you can go ahead with the simple account books you can purchase in stationery stores or you can adapt the forms you will find in business books listed in these chapters.

Your records can be much simpler than those required for small stores of various types. You can secure all the information you need about setting up your books by adapting the systems offered in U. S. Department of Commerce booklets or other books. Illustrative of the material offered is the following brief quotation from *Record Keeping for Small Stores*, a manual for small retailers describing what records are needed and how these may be kept with a minimum of time and effort, prepared under the direction of the U. S. Department of Commerce and available from the Government Printing Office:

“Why keep a lot of complicated records? I can see what’s going on in my business—I’m here every day. Anyway, I’m so busy running my store I don’t have time for keeping records. Besides, I don’t know anything about it.”

“This is the view often expressed by small-store retailers when the subject of record keeping is discussed. There are several things wrong with this view. In the first place, neither a large number of records nor complicated records are necessary. A set of useful records can be simple, easy to keep, and will require little of the retailer’s time. Secondly, if the average small-store retailer is so well posted on the condition of his business, through his intimate daily association with it, why is it that so many of the unsuccessful and bankrupt retailers are found to have had poor records or no records at all? . . .

“In a study of retail management practice, made by the Department of Commerce, it was found that among the stores surveyed most of the profitable ones kept good records, whereas most of the unprofitable ones kept poor records: ‘It is not surprising that 83 per cent of the profitably operated stores kept up-to-date accounts, that 88 per cent of them kept neat and orderly books . . . Compare

these percentages with those for unprofitably operated stores—40 per cent and 47 per cent . . .

“How does the keeping of records decrease the chances of failure and increase the chances of a retailer staying in business and earning a profit?

“This can best be answered by listing some of the types of information that a system of records can furnish. A simple but adequate system can answer the following questions:

“How much business (cash and charge) am I doing?

“How much am I collecting on my charge business?

“How much do my customers owe me now (both current and past due), and can my business stand this much?

“How much cash do I have on hand and in the bank? Is this the amount I *should* have on hand or is there any cash shortage?

“How much stock (inventory) do I have on hand?

“How much merchandise do I take out of my store for personal or family use which I do not consider as sales?

“How much money do I owe my wholesalers and others?

“How much gross margin did I earn?

“How much were my expenses, including non-cash expenses?

“How much net profits (if any) did I earn? How much income taxes will I have to pay?

“What is my net worth; that is, what is the amount of my proprietorship in the store?

“What are the trends in my sales, expenses, profits, net worth, etc.; that is, how is my store progressing from year to year?

“How does my store compare with other stores in the same line of business?

“With answers to such questions available, the retailer knows *when* something is wrong; he knows *where* the unfavorable condition has developed (whether in sales, collections, turn-over, expenses, gross margins, etc.), and he is in a position to do something about unfavorable conditions before the store is forced to close its doors. . . .

“The daily records which any small store needs are not necessarily complicated. They may be very simple—easy to use, and easy to understand. They reflect only the daily activities in the store. These activities deal with cash received from sales and from other sources, and with payments for merchandise and expenses, and other payments on loans, purchases of equipment, and the like.”

THE PROFIT-AND-LOSS STATEMENT

The profit-and-loss statement is a summary, in dollars and cents, of the business operations of an enterprise during a given period of time. In it, income from sales is set off against expenses and cost of goods sold for the same period of time. Through this comparison of income and expenses it is possible to determine the net profit or loss during that period.

A "P & L" statement can be prepared monthly, quarterly, and certainly annually. Besides aiding you in analysis of your business, it provides data for income tax purposes and shows how much you have made or lost on the year's operations. So you must understand and learn to prepare this statement. It is essential to know that if you do business as a single proprietor or under a partnership agreement, you pay taxes on the annual profit of the business regardless of whether this profit is withdrawn in the form of cash or left in the business.

Sales figures for the year's operations are taken from the totals on your sales-record sheets.

Cost of goods sold is determined by the following formula: cost value of merchandise stock on hand at the beginning of the period, plus cost value of the purchases during the period, minus value of inventory at the end of the period (at cost). This is shown in the schedule below with figures inserted to aid explanation:

Value of inventory at beginning of period (at cost)	\$ 516
Add: Net purchases during the period (purchase discounts are deducted)	2,864
Add: Transportation charges on purchases, freight, express, trucking, parcel post, etc.	52
Total equals the cost of goods handled	<u>3,432</u>
Subtract: Value of inventory at the end of period (at cost)	613
Balance is the cost of goods sold	<u>2,819</u>

Cost of goods sold is figured on the basis of purchases of merchandise acquired for resale, whether obtained as finished articles or as goods for further processing. In the latter event, supplementary cost records must be kept to determine the cost of goods manufactured.

You can see from the above that you need to take a physical inventory; that is, a count of the goods on hand in order to figure the

cost of goods sold. Be sure to include in your inventory the cost value of goods paid for but not yet delivered at the end of the year. On the other hand, if there are goods in stock which have not been paid for, do not count these as part of the inventory.

Expenses constituting all operating costs, including office supplies, are taken from your records. They should include not only the cash but also the non-cash expenses, such as depreciation, bad debt losses, etc.

A TYPICAL PROFIT-AND-LOSS STATEMENT

		Per cent of sales
1. Net sales	XXXX	100.0
2. Less: Cost of goods sold:		XX.X
3. Beginning inventory Jan. 1.	XXXX	XX.X
4. Plus: Net purchases (includes freight in)	XXXX	XX.X
5. Total	XXXX	XX.X
6. Less: Ending inventory Dec. 31	XXXX	X.X
7. Cost of goods sold	XXXX	X.X
8. Gross margin	XXXX	X.X
9. Less: Total expense:		X.X
10. Owner's withdrawals (cash and mdse.)	XXXX	X.X
11. Wages	XXXX	X.X
12. Advertising	XXXX	X.X
13. Supplies	XXXX	X.X
14. Rent	XXXX	X.X
15. Heat, light, power, and water	XXXX	X.X
16. Taxes, licenses	XXXX	X.X
17. Cash short/over	XXXX	X.X
18. Miscellaneous expense	XXXX	X.X
19. Depreciation	XXXX	X.X
20. Bad debts	XXXX	X.X
21. Total expense	XXXX	X.X
22. Net profit	XXXX	X.X

A TYPICAL BALANCE SHEET

The balance sheet is a statement of assets—those things owned by the business; and the liabilities—those amounts owed by the business. The difference—assets minus liabilities—equals the net worth,

or capital of the enterprise. It gives a clear picture of your business at a given time, usually the end of your tax year.

If you have carefully kept your records, some of the information will be ready for entry on the balance sheet, while the other figures can easily be calculated. The balance sheet may appear like this:

Currents Assets:

Cash on hand and in bank	XXXX
U.S. defense bonds	XXXX
Accounts receivable	XXXX
Merchandise inventory	XXXX
Total, current assets	XXXX

Fixed Assets:

Fixtures (at original cost)	XXXX
Less, depreciation reserve	XXXX
Total, fixed assets	XXXX
Total assets (current plus fixed assets)	XXXX

Current liabilities:

Accounts payable, merchandise	XXXX
Notes payable, current (due within 12 months)	XXXX
Total current liabilities	XXXX

Fixed Liabilities:

Notes payable, long-term (due beyond 12 months)	XXXX
Total liabilities	XXXX

Net worth:

Capital (permanent investment)	XXXX
Proprietor, personal (accumulated net profits, less personal withdrawals)	XXXX
Total net worth	XXXX
Total liabilities and net worth	XXXX
(should equal total assets)	

A brief explanation of some of the items appearing on the balance sheet follows:

Current assets, defined as those things which can be turned into cash inside of 12 months, are made up of cash on hand and in the bank, securities, if any, accounts receivable, if any. Most beginning home businesses operate almost entirely on a cash basis.

Fixed assets are those assets which ordinarily would be held more than one year before turning into cash. In this classification come real estate, machinery, and equipment. If you wish you can amortize

this investment over a period of years—frequently 10 years—and deduct a percentage of the original price each year.

Current liabilities are obligations with less than a year to run before falling due. These are usually small or nonexistent in a small beginning home business.

Fixed liabilities are notes and mortgages with more than one year yet to run before falling due. There would ordinarily be no occasion for a small business to incur long-time obligations. As operations expand, the need frequently arises for the purchase or construction of a plant to house the business, and purchase of equipment which may be mortgaged with the fixed liability extending for years.

Net worth is simply the difference between the assets and liabilities of a business.

By comparison of balance sheets for several consecutive periods, the progress of a business can be watched and unfavorable conditions can often be corrected.

TIPS ON BUYING AND PRICING CAREFULLY

Much of the success of your home business will depend on your buying and pricing wisely. A survey of your local conditions and products offered by competitors or in related lines will be of assistance. Often your suppliers will give you valuable information relating to your pricing. Sometimes there is a tendency for the beginner in a home business to overestimate possible sales and to invest too much in basic supplies. Again, you are advised to start small and test carefully. In testing small quantity sales your costs often run higher than they would if you were buying in quantity. For test purposes you may want to pay that difference, do your arithmetic, and if the test warrants, then you can buy in quantity, for your profit may lie in the discounts for larger purchases of supplies.

The U. S. Department of Commerce gives the following tips on buying and pricing for a mail-order operation, and to some extent the principles are applicable to other small businesses:

To insure profitable business operation, there must be sufficient margin between cost and selling price to cover operating expenses and net profit. This spread between the cost of goods and selling price is called the gross margin. Here is an example of how costs and profits are figured, the standard "merchandising equation":

	Per cent
Sales price	100
Cost of goods sold	—60
Gross margin	40
Operating expenses	—30
Net profit	10

Cost of goods means not only the prime cost but also freight or other transportation charges against each incoming shipment. The expense of doing business, including salary or wages to the proprietor, must come out of the gross margin. What is left is the net profit.

There are two principal ways of buying and pricing:

1. *Buying to sell at a specific price.* In many lines of retailing and in some lines of mail-order selling, the retail price of an item is more or less set by custom or competition. In such instances you cannot expect to buy the item at whatever price offered and then add an arbitrary mark-up to arrive at the selling price. The mark-up is determined by the amount you have to pay for the item you wish to sell. The net delivered cost price is the proper amount to subtract from the selling price to determine the margin of gross profit out of which all expenses and profits must come.

Often merchandise of the same sort will be offered by different suppliers at different trade discounts and different cash discounts for payment within a certain number of days. Then some of the prices will be quoted to you f.o.b. factory, which means that you have to pay the freight. Other merchandise will be priced to you at delivered cost. Do not let attractive discounts or delivered prices influence you too much in buying. The net delivered cost less all discounts and plus all freight charge is the amount you must set up on any item when comparing prices of different suppliers.

2. *Buy and then add the mark-up desired.* In a great many of the ordinary mail-order specialty items there is really no set amount at which you must price your goods for sale. A price can be set either on what you think the item might bring as a good value to the customer, or the price may be set by adding a mark-up to the cost price which will cover estimated expenses and profits.

One way of going about this is described in the following hypothetical sample:

Assume you buy 1000 units at \$1.00 each (\$1000 cost) and wish

to mark up cost price sufficiently to arrive at a selling price to cover expense and net profit.

Estimated Expenses:

Advertising expense	\$ 100
Proprietor's wages	200
Outside wages	50
Printing	50
Postage and wrapping	200
Total estimated expense	600
Estimated profit	400
Estimated expense and profit	1000
	(Amount to be added to cost)
Cost of goods	1000
Estimated sales	2000

A selling price would be set in this calculation of \$2.00 per unit. The mark-up would be 50 per cent of selling price.

Percentagewise, the operation would appear as follows:

Sales (\$2000)	100
Cost of goods	—50
Expense:	
Advertising	5.0
Proprietor's wages	10.0
Outside wages	2.5
Printing	2.5
Postage, etc.	10.0
Total expense	—30
Net profit	20

No rent has been included in the example; neither has heat, light and power, or other possible expense items such as depreciation on equipment, insurance, repairs, etc. Where such items are to be incurred, then they should be included in the expense estimate.

There will of course be wide differences in the amounts set up for the different items of expense. In some cases the postage and wrapping will be less costly or more costly than shown in the example. Likewise advertising expenses, outside wages, and printing costs will show wide differences for different goods or services offered.

FIGURING MARK-UP

Since expenses of doing business are figured on a percentage of sales basis, mark-up should be based on sales and not on cost price. Anyone new to the merchandising field may easily be misled into thinking that a line of goods is more profitable than is actually the case. Frequently, for example, small mail dealers are offered a proposition carrying "100 per cent" or "200 per cent" margin of "profit." A glance at the mark-up conversion table which follows shows that a 100-per-cent mark-up on a cost is a 50-per-cent mark-up on sales; also, a 200-per-cent mark-up on cost is 66.6-per-cent mark-up on sales. A 100-per-cent mark-up on sales is possible only when the goods have been secured free, without any cost, and then sold at a price.

To show why and how a percentage mark-up over cost is different from a percentage mark-up on selling price, the following example is used:

Cost price	\$1.00
Mark-up	+.50
Selling price	\$1.50

Percentage of mark-up to cost (\$0.50 to \$1.00) is 50 per cent, and percentage of mark-up to selling price (\$0.50 to \$1.50) is 33½ per cent. Suppose you know what percentage on sales you need on an item to cover expenses and profit and you want to know what percentages on cost you must add. Here's the way it works in a formula that can be used for any desired mark-up on selling price:

Divide the desired percentage mark-up on sales by 100 minus this desired percentage.

Example: Desired mark-up on sales, 50 per cent

$$\frac{50}{100 - 50} = \frac{50}{50} = 1 = 100 \text{ per cent added to cost}$$

Example: Desired mark-up on sales, 33½ per cent

$$\frac{33\frac{1}{2}}{100 - 33\frac{1}{2}} = \frac{33\frac{1}{2}}{66\frac{2}{3}} = \frac{1}{2} = 50 \text{ per cent added to cost}$$

Example: Desired mark-up on sales, 75 per cent

$$\frac{75}{100 - 75} = \frac{75}{25} = \frac{3}{1} = 300 \text{ per cent added to cost}$$

Mark-Up Conversion Table

Mark-Up Per Cent of Selling Price	Mark-Up Per Cent on Cost
5.0	5.3
10.0	11.1
15.0	17.7
20.0	25.0
25.0	33.3
30.0	42.9
35.0	53.9
40.0	66.7
45.0	81.8
50.0	100.0
66.6	200.0
75.0	300.0
80.0	400.0
88.8	800.0
100.0*	

*Possible only when goods are secured free and then sold at a price.

From the daily records of your home business you can prepare monthly, quarterly, and annual balance sheets and profit-and-loss statements, or you can have the statements prepared by a part-time accountant. In this way you will be able to study the condition of your business. You will have a road map. You will know where you have been and where the money has come from and where it has gone and how much may remain as your profit. The more accurately you can determine where you are now and where you have been, the more clearly you can see where you are going with your home enterprise. You will need such simple records in determining your cost of products or services and you need to know those costs if you are to set properly the prices for your products or services. These records also will prove invaluable in planning for expansion, which

so often does follow the small beginning you make in a home enterprise.

LAWS AND REGULATIONS AFFECTING HOME ENTERPRISES

There is a maze of laws and regulations applicable to most forms of business, either large or small. While many home enterprises can be conducted without any licenses or other regulations, others will be involved. Your residence, for instance, may be governed to some extent by zoning regulations; the preparation of food for sale must meet certain sanitation and other health laws. The laws and regulations may be local, state, or federal, and it is essential that you check on your own enterprise to determine what regulations may apply. No one book can give you the information needed, but it is readily obtainable from village, city, county, state, and government offices.

In these offices you will find men and women who are working for the best interests of all of the people and in so doing are at your service. You need have no hesitancy in calling on them personally, writing to them, calling by telephone. They are at your service, and frequently you will find that they can be of great service to you, saving you time and giving sound advice. For anyone who has a sound product and a sound project, the matter of obtaining licenses or other permits and complying with established laws is reasonably simple. Don't let these details dim your eagerness to proceed with your project; such detail is a necessary part of any business. Although a listing of some of the laws and regulations may seem formidable, you should keep in mind that you have, at the outset, only one product or service to offer, and usually the regulations are clear and simple in application to the individual enterprise. Indicative of the laws you may encounter are these:

Food and drug laws. Nearly every state has its own food and drug laws with specific requirements as to ingredients, labeling, sanitation, and inspection of factories or kitchens where food is prepared for sale. Your state department of agriculture can usually provide you with any needed information regarding state laws, or check with your local health officials. If you can't locate your local authorities, ask your family physician, who will probably know. Above the state level are the federal laws—the Pure Food, Drug and

Cosmetic Act of 1938, forbidding interstate commerce in any misbranded or adulterated food. Don't make any untrue claims for your product on the label or in advertising.

Industrial Homework. You can go ahead with handicraft work in your own home with little difficulty. However, if you take home or have sent to you work to do for some manufacturer, you begin to become involved in laws designed to prevent exploitation of workers. When your home enterprise begins to grow and you want men or women to work for you in their homes, you become an employer, and there are many state and federal regulations that apply. You can get information from the U. S. Department of Labor.

Labeling and Standards. There are strict laws regarding labeling of food, drug, and other products. If you sell only within your state you can get the rules and regulations from your state department of agriculture. If you sell in other states you can check regarding regulations with your nearest field agency of the Department of Commerce or the Federal Security Agency in Washington. The label must give required information as to maker, name of product, net weight, what the contents are, etc. Check your own state laws *before* investing in labels and *before* marketing your product. A little expenditure of time may save you trouble and financial loss. Follow the rules and find out what the required standards are for certain products. You can undoubtedly meet all of the requirements, but be sure you do. These laws are for your own protection as well as the protection of others, and they rule out unfair "quack" competition.

Labor Laws. Whenever you employ others to help you in your own home or elsewhere you become subject to state or federal labor laws, or both. You can get all the information you need from your own state department of labor or the Wage and Hours and Public Contracts Division of the U. S. Department of Labor, Washington 25, D.C. Even if it is your aunt Susie whom you employ—the laws apply to you.

Licensing. There is no great complication in the securing of licenses which may apply to your enterprise—it's as easy as getting a dog license in most instances. But get your license you must! You may need a license to raise animals or game birds or for your roadside stand. Your village or county clerk may issue the license needed for your particular enterprise or can direct you to the proper office in

your locality or state. The cost of a license may range from \$1.00 to \$1000, but is low for most home enterprises that require licenses.

Sanitary Regulations. Your city or state department of health undoubtedly has sanitary regulations that apply to some home enterprises, such as food preparation, raising of animals, etc.

Taxes. It would take a separate book to list the various tax possibilities in any enterprise, and then the book would be incomplete. *Basic Tax Information for Small Business Enterprises* can be secured from field offices or main offices of the U. S. Department of Commerce, Finance and Tax Division, Washington 25, D.C. If you employ younger members of your family you may want to curtail their work so they do not earn enough to eliminate the \$600 income tax exemption. If you are retired and drawing social security payments you may lose that payment in months when you earn more than \$75 in some "covered" occupation. You will also want to inquire about state and federal income taxes, sales taxes, license taxes, property taxes, miscellaneous other taxes that may apply to your operation.

Trade Practices. Many laws affecting business deal with federal and state regulations of trade. There are federal laws designed to eliminate monopolies and prohibit contracts, combinations and conspiracies in restraint of trade, unfair methods of competition, discrimination in price, etc. State trade regulations involve general antitrust statutes; resale price maintenance laws or fair-trade acts, price-discrimination laws, and statutes prohibiting sales below cost—sometimes referred to as unfair-practices acts. Although home-business operators may not become involved under these laws it is well to check them, particularly as your operation expands.

Weights and Measures. Laws involving weights and measures are important in connection with labeling and marketing of many home products. Some states have separate departments dealing with weights and measures and others combine the regulation in various departments. You can usually locate the agency involved in directories of state offices or by writing to your state department of agriculture or the Bureau of Standards, U. S. Department of Commerce, Washington 25, D.C.

Zoning Laws. Every home-business operator should check up on possible application of zoning laws to his or her enterprise. You can check with your village or city or county officials.

In case all of these items of home-business management appear to be involved and bewildering, you should keep in mind that thousands upon thousands of others have met these problems and gone on to profit. The faint of heart drop out of the race rather than write a few letters and make a few telephone or personal calls. That eliminates a lot of possible competition. Nothing insurmountable is involved, and specialists and officials will assist you every step of the way—but you have to take the first steps.

HELPFUL HOME-BUSINESS RECORD BOOKS AND PAMPHLETS

Accounting, Basic Information Sources. Free. U. S. Department of Commerce, Washington 25, D.C.

Basic Tax Information for Small Business Enterprises. Free. U. S. Department of Commerce, Washington 25, D.C.

Dome Simplified Weekly Income Tax Records. Dome Publishing Co., 505 5th Ave., New York, N.Y.

Record Keeping for Retail Stores. U. S. Department of Commerce, Washington 25, D.C.

How to Keep Accounts and Prepare Statements, by E. A. Saliers. The Ronald Press Co., 15 East 26th St., New York 10, N.Y.

The Small Businessman and His Financial Statements. U. S. Department of Commerce. Government Printing Office, Washington 25, D.C.

Handbook of Accounting Methods, by J. K. Lasser. D. Van Nostrand Co., Inc., 250 4th Ave., New York 3, N.Y.

Bookkeeping for Personal and Business Use, by Raymond V. Credit. American Technical Society, Drexel Ave. at 58th St., Chicago 37, Ill.

Essentials of Cost Accounting, by J. G. Blocker. McGraw-Hill Book Co., 330 West 42nd St., New York 36, N.Y.

Elementary Cost Accounting, by George H. Newlove and S. P. Garner. D. C. Heath & Co., 285 Columbus Ave., Boston 16, Mass.

General Accounting, by H. A. Finney. Prentice-Hall, Inc., 70 5th Ave., New York 11, N.Y.

Useful Records for Family Farms. U. S. Department of Agriculture. Government Printing Office, Washington 25, D.C.

Small Business and Government Regulation. U. S. Department of Commerce. Government Printing Office, Washington 25, D.C.

Small Business and Government Licenses. U. S. Department of Commerce. Government Printing Office, Washington 25, D.C.

See helpful books listed in other chapters.

CHAPTER FIFTY-SIX

Thousands of Specialists Ready to Help You

WHEN YOU CONSIDER launching your own home business and when you are under way with your project you may feel very much alone, but *actually there are literally thousands of specialists at your command.* These experts are ready and willing to help you meet your problems and provide invaluable information relating to your particular project.

You may have believed that only big business corporations could afford thoroughly experienced specialists in various fields. The great corporations do have their high-salaried experts, but these experts frequently turn to the very specialists who are available to you free. Many millions of dollars have been expended by state and federal government departments amassing information and experimenting and training specialists who will help you by mail, and in some circumstances right in your own home kitchen or barn or garage or attic or basement workshop.

Besides the state and national organizations there are many sound businessmen and -women who will help you on the local level. In many communities you can turn to your local chamber of commerce or branches of the National Better Business Bureau or members of service organizations such as the Rotary, Kiwanis, and Lions clubs. The local chamber of commerce can often supply you with helpful studies and reports or refer you to bankers or businessmen who are frequently very generous in helping others get started in business. Your local and county officials in various departments will help you in the matter of health laws, zoning and other regulations, or direct you to the proper authorities in your own area.

The wise home-business operator will make inquiry and examine local directories to seek out the authorities in various fields who will provide free help and advice and direction to others who can be of assistance. Those who are not in communities where such personal

direction is available can secure an amazing amount of sound business help by mail from state and national organizations such as those mentioned in this section and elsewhere in this book.

The U. S. Department of Commerce, Washington 25, D.C., maintains a number of field offices to which small businessmen and -women can turn with their business problems, particularly in securing by mail or in person any of a large number of books and booklets free or at very nominal cost. These publications deal with multiple phases of business management and the establishment and operation of businesses.

Addresses of the field offices follow:

Atlanta 3, Ga., 603 Rhodes Bldg.
Boston 9, Mass., 1800 Customhouse
Buffalo 3, N.Y., 242 Federal Bldg.
Charleston 3, S.C., Chamber of Commerce Bldg.
Chicago 4, Ill., 357 U. S. Courthouse
Cincinnati 2, O., Chamber of Commerce
Cleveland 14, O., 750 Union Commerce Bldg.
Dallas 2, Tex., Chamber of Commerce Bldg.
Denver 2, Colo., 566 Customhouse
Detroit 26, Mich., 1018 New Federal Bldg.
Houston 14, Tex., 603 Federal Office Bldg.
Jacksonville 1, Fla., 425 Federal Bldg.
Kansas City 6, Mo., 724 Dwight Bldg.
Los Angeles 12, Calif., 1540 U. S. Post Office and Courthouse
Memphis 3, Tenn., 229 Federal Bldg.
Minneapolis 1, Minn., 201 Federal Office Bldg.
New Orleans 12, La., 408 Maritime Bldg.
New York 18, N.Y., 17th Floor, 130 West 42nd St.
Philadelphia 2, Pa., 1510 Chestnut St.
Pittsburgh 19, Pa., 1013 New Federal Bldg.
Portland 4, Ore., Room 313, 520 Southwest Morrison St.
Richmond 19, Va., Room 2, Mezzanine, 801 East Broad St.
St. Louis 1, Mo., 107 New Federal Bldg.
San Francisco 11, Calif., 307 Customhouse
Savannah, Ga., 403 U. S. Post Office and Courthouse Bldg.
Seattle 4, Wash., 809 Federal Office Bldg.

U. S. DEPARTMENT OF COMMERCE
SMALL-BUSINESS BOOKLETS

Under direction of specialists in the U. S. Department of Commerce a number of thoroughly sound and amazingly helpful booklets (some approach the dimensions of full-sized books) on the

establishing and operating of small businesses have been published. These booklets, priced at from 10 cents to 35 cents, can be ordered from the Government Printing Office, Washington 25, D.C. Some or several of these booklets should have a place in your home-business library:

- Establishing and Operating an Automobile Repair Business*
- Establishing and Operating an Apparel Store*
- Establishing and Operating a Retail Bakery*
- Establishing and Operating a Beauty Shop*
- Establishing and Operating a Bookkeeping Service*
- Establishing and Operating a Book Store*
- Establishing and Operating a Building Contracting Business*
- Establishing and Operating a Drug Store*
- Establishing and Operating a Dry Cleaning Business*
- Establishing and Operating an Electrical Appliance and Radio Shop*
- Establishing and Operating a Retail Feed and Farm Supply Store*
- Establishing and Operating a Flower Shop*
- Establishing and Operating a Gift and Art Shop*
- Gift and Art Shop, work sheet for estimating initial capital requirements*
- Establishing and Operating a Hardware Store*
- Establishing and Operating a Heating and Plumbing Business*
- Establishing and Operating a Jewelry Store*
- Establishing and Operating a Laundry*
- Establishing and Operating a Lettershop*
- Establishing and Operating a Mail Order Business*
- Establishing and Operating a Metal Working Shop*
- Establishing and Operating a Motor Court*
- Establishing and Operating a Music Store*
- Establishing and Operating a Weekly Newspaper*
- Establishing and Operating a Painting and Decorating Contracting Business*
- Establishing and Operating a Small Print Shop*
- Establishing and Operating a Real Estate and Insurance Brokerage Business*
- Establishing and Operating a Restaurant*
- Establishing and Operating a Small Sawmill*
- Establishing and Operating a Service Station*
- Establishing and Operating a Shoe Repair Business*
- Establishing and Operating a Sporting Goods Store*
- Establishing and Operating a Stationery and Office Supply Store*
- Establishing and Operating a Small Woodworking Shop*
- Establishing and Operating a Variety and General Merchandise Store*

Other booklets issued by the U. S. Department of Commerce have been mentioned elsewhere in this book. This list is not complete, and new booklets in various fields are being issued regularly. The

department also provides free leaflets dealing with cost ratios and monthly trends in various businesses which may apply to your particular home business or small business.

YOUR STATE HOME-DEMONSTRATION AND MARKET SPECIALISTS

In your own home state there is at least one school or college, largely land-grant colleges, that maintains a home-demonstration or home economics leader to give you experienced assistance on many home-money-making projects. About half of these institutions have marketing specialists or services to assist you in one or more actual markets, mostly in operation at roadsides. Virginia has six such markets; Michigan has twenty-five.

Each year large, established businesses pay consulting specialists hundreds or thousands of dollars for special assistants no better, and frequently not as good as, the men and women whose courteous and intelligent service is available to you. Large appropriations maintain these services. You are entitled to use them free of charge. Explore the facilities in your home state and be as specific as you possibly can in making your inquiries and other requests.

Home-demonstration or home economics leaders can be reached through the following list of institutions; and although all may help you with marketing, the ones marked with an asterisk (*) have either established markets or market specialists, or both, and there may be other such sources of aid in your particular state:

ALABAMA

*Alabama Polytechnic Institute, School of Agriculture and Home Economics, Auburn

ARIZONA

*University of Arizona, College of Agriculture, Tucson

ARKANSAS

*University of Arkansas, College of Agriculture, Fayetteville

CALIFORNIA

*University of California, College of Agriculture, Berkeley

COLORADO

Colorado A & M, Fort Collins

CONNECTICUT

*University of Connecticut, College of Agriculture, Storrs

DELAWARE

*University of Delaware, School of Agriculture, Newark

FLORIDA

University of Florida, College of Agriculture, Gainesville

GEORGIA

University of Georgia, College of Agriculture, Athens

IDAHO

University of Idaho, College of Agriculture, Moscow

ILLINOIS

University of Illinois, School of Agriculture, Urbana

INDIANA

Purdue University, Lafayette

IOWA

*Iowa State College of Agriculture, Ames

KANSAS

Kansas State College, Manhattan

KENTUCKY

University of Kentucky, College of Agriculture and Home Economics, Lexington

LOUISIANA

Louisiana State University, College of Agriculture and Home Economics, Baton Rouge

MAINE

*University of Maine, College of Agriculture, Orono

MARYLAND

University of Maryland, College of Agriculture, College Park

MASSACHUSETTS

University of Massachusetts, Amherst

MICHIGAN

*Michigan State College, East Lansing

MINNESOTA

*University of Minnesota, College of Agriculture, St. Paul

MISSISSIPPI

Mississippi State College, State College

MISSOURI

University of Missouri, College of Agriculture, Columbia

MONTANA

Montana State College, Bozeman

NEBRASKA

University of Nebraska, College of Agriculture, Lincoln

NEVADA

University of Nevada, College of Agriculture, Reno

NEW HAMPSHIRE

University of New Hampshire, Durham

NEW JERSEY

*Rutgers University, State University of New Jersey, New Brunswick

NEW MEXICO

*New Mexico College of Agriculture and Mechanic Arts, State College

NEW YORK

Cornell University, New York State College of Agriculture, Ithaca

NORTH CAROLINA

*North Carolina State College of Agriculture, Raleigh

NORTH DAKOTA

North Dakota Agricultural College, Fargo

OHIO

Ohio State University, College of Agriculture, Columbus

OKLAHOMA

*Oklahoma Agricultural and Mechanical College, Stillwater

OREGON

Oregon State College, Corvallis

PENNSYLVANIA

*Pennsylvania State College, School of Agriculture, State College

RHODE ISLAND

University of Rhode Island, Kingston

SOUTH CAROLINA

*Clemson Agricultural College, Clemson

SOUTH DAKOTA

South Dakota State College, Brookings

TENNESSEE

*University of Tennessee, College of Agriculture, Knoxville

TEXAS

*Texas Agricultural and Mechanical College, College Station

UTAH

*Utah State Agricultural College, Logan

VERMONT

University of Vermont, College of Agriculture, Burlington

VIRGINIA

*Virginia Polytechnical Institute, Blacksburg

WASHINGTON

*State College of Washington, Pullman

WEST VIRGINIA

*West Virginia University, College of Agriculture, Morgantown

WISCONSIN

University of Wisconsin, College of Agriculture, Madison

WYOMING

University of Wyoming, College of Agriculture, Laramie

AGRICULTURAL EXPERIMENT STATIONS IN THE UNITED STATES

Specialists in the U. S. Department of Agriculture in Washington, D.C., and Agricultural Experiment Stations in the United States have studied a multitude of problems relating to agriculture in the various states and printed this information in hundreds of authoritative publications that can be obtained from the Director of the Station, usually free of charge.

These stations are located as follows:

STATE	CITY
Alabama	Auburn
Alaska	College
Arizona	Tucson
Arkansas	Fayetteville
California	Berkeley
Colorado	Fort Collins
Connecticut:	
(State Station)	New Haven
(Storrs Station)	Storrs
Delaware	Newark
Florida	Gainesville
Georgia:	
(State Station)	Experiment
(Coastal Plain Station)	Tifton
Hawaii	Honolulu
Idaho	Moscow

STATE	CITY
Illinois	Urbana
Iowa	Ames
Kansas	Manhattan
Kentucky	Lexington
Louisiana:	
(University Station)	Baton Rouge
Maine	Orono
Maryland	College Park
Massachusetts	Amherst
Michigan	East Lansing
Minnesota	University Farm, St. Paul
Mississippi	State College
Missouri:	
(College Station)	Columbia
(Fruit Station)	Mountain Grove
(Poultry Station)	Mountain Grove
Montana	Bozeman
Nebraska	Lincoln
Nevada	Reno
New Hampshire	Durham
New Jersey	New Brunswick
New Mexico	State College
New York:	
(State College)	Geneva
(Cornell Station)	Ithaca
North Carolina:	
(State College Station)	Raleigh
North Dakota:	
(State College Station)	Fargo
Ohio	Wooster
Oklahoma	Stillwater
Oregon	Corvallis
Pennsylvania	State College
Puerto Rico:	
(Federal Station)	Mayagüez
(College Station)	Rio Piedras
Rhode Island	Kingston
South Carolina	Clemson

STATE	CITY
South Dakota	Brookings
Tennessee	Knoxville
Texas	College Station
Utah	Logan
Vermont	Burlington
Virginia:	
(College Station)	Blacksburg
(Truck Station)	Norfolk
Washington:	
(College Station)	Pullman
(Western Washington)	Puyallup
West Virginia	Morgantown
Wisconsin	Madison
Wyoming	Laramie

BETTER BUSINESS BUREAUS ARE GUARDIANS

The National Association of Better Business Bureaus, Inc., with headquarters at 405 Lexington Ave., New York 17, N.Y., and branches in many localities, for decades has served as guardian of businessmen and -women and the consumer as well. The Bureau has fostered legislation and conducted services that expose unscrupulous business practices. If you find that you have been imposed upon or if you want to check on your own product and methods of operation, you will find sound advisers in these bureaus.

Branch offices of the Better Business Bureau are located in the following cities:

Akron 8, O.	5 East Buchtel Bldg.
Albuquerque, N. Mex.	262 Korber Bldg.
Better Business Bureau of New Mexico, Inc.	P.O. Box 1687
Amarillo, Tex.	320 Blackburn Bldg.
Atlanta 3, Ga.	301 Peters Bldg., Peachtree St.
Austin 1, Tex.	502 Nalle Bldg.
*Bakersfield, Calif.	1701 Chester Ave.
Better Business Division Chamber of Commerce	
Baltimore 1, Md.	200 West Saratoga St.

Baton Rouge, La.

*Binghamton, N.Y.

Chamber of Commerce

Boston 11, Mass.

Bridgeport, Conn.

Buffalo 3, N.Y.

Charlotte 2, N.C.

Charlotte-Piedmont Better

Business Bureau

Chicago 4, Ill.

Cincinnati 2, O.

Cleveland 15, O.

Columbus 15, O.

Corpus Christi, Tex.

Dallas 1, Tex.

Dayton 2, O.

Denver 2, Colo.

Des Moines 9, Ia.

Detroit 26, Mich.

Elkhart, Ind.

Fort Wayne 2, Ind.

Fort Worth 2, Tex.

Grand Rapids 2, Mich.

Halifax, Nova Scotia, Canada

Better Business Bureau Mar-
times, Inc.

*Hamilton, O.

Better Business Division

Hamilton Merchants Assn.,

Inc.

Hartford 3, Conn.

Honolulu 2, Hawaii

Houston 2, Tex.

*Huntington 11, W. Va.

Indianapolis 4, Ind.

Kansas City 6, Mo.

*Lima, O.

Lincoln 8, Neb.

Long Beach 2, Calif.

305 Roumain Bldg.

66 Chenango St.

52 Chauncy St.

Stratfield Hotel

610 Brisbane Bldg.

208 Wilder Bldg.

14 East Jackson Blvd.

144 West 4th St.

345 Hanna Bldg.

198 South High St.

509 Lawrence St.

2022 Bryan St.

8 North Jefferson St.

1632 Walton St.

Insurance Exchange Bldg., Rms.
432-440

600 Woodward Ave.

214½ West Marion St.

309 Central Bldg.

402 Burk Burnett Bldg.

29-33 Pearl St., N.W.

Queen Bldg.

803 First National Bank Bldg.

190 Trumbull St.

813 Alakea, Box 3078

301 West Bldg., 817½ Main St.

916 5th Ave., P.O. Box 669

930 Lemcke Bldg.

1025 Grand Ave., Suite 226

212 North Elizabeth St.

315 Continental Bldg.

1211 Heartwell Bldg.

Los Angeles 14, Calif.	1010 Lincoln Bldg., 742 South Hill St.
Louisville 2, Ky.	303 Speed Bldg.
*Marion, O. Better Business Division Chamber of Commerce	118 North State St.
Memphis, Tenn.	430-32 Falls Bldg.
Milwaukee 3, Wis.	712 North 6th St.
Minneapolis 5, Minn.	North American Life & Casualty Bldg., 1750 Hennepin Ave.
Montreal 2, Que., Canada	660 St. Catherine St. W.
New Orleans 16, La.	611 Audubon Bldg.
Schenectady 5, N.Y.	246 State St.
Scranton 3, Pa.	310 Chamber of Commerce Bldg.
Seattle 1, Wash.	Joseph Vance Bldg., Rms. 718-719
Shreveport 24, La.	404 First National Bank Bldg.
South Bend 1, Ind.	107 North Main St.
Spokane 8, Wash.	218 Columbia Bldg.
Springfield 3, Mass.	1275 Main St.
Springfield, Mo.	300 Landers Bldg.
Stockton 5, Calif.	322 East Weber Ave.
Syracuse 2, N.Y.	351 South Warren St.
*Terre Haute, Ind. Better Business Division Chamber of Commerce	629 Cherry St.
Toledo 4, O.	214 Commerce Bldg.
Toronto 1, Ont., Canada	350 Bay St.
Tucson, Ariz.	Santa Rita Hotel
Tulsa 3, Okla.	Suite 208-A, Daniel Bldg.
Utica 2, N.Y.	8 Elizabeth St.
*Vallejo, Calif. Better Business Division Chamber of Commerce	315 Maryland St.
Vancouver, B.C., Canada	789 West Pender St.
Washington 4, D.C.	438 Evening Star Bldg.
*Wheeling, W. Va. Better Business Division Ohio Valley Board of Trade	Board of Trade Bldg., Rm. 308

- *Wichita 2, Kan. 300 Miller Theater Bldg.
 Business Protective Bureau
 Chamber of Commerce
 Winnipeg, Man., Canada 438 Main St.
 Worcester 8, Mass. 32 Franklin St.
- *Indicates Associate Member

AGENCIES TO ASSIST VETERANS

The serviceman or -woman who wants help in establishing and managing a business can secure valuable assistance by writing to all of the following agencies, some of which have regional, field, or district offices which can provide an even more personal service:

- Committee for Economic Development, 285 Madison Ave., New York 16, N.Y.
 Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, Washington 25, D.C.
 Educational Institutions offering courses and providing information on business administration and research and libraries.
 Local Chamber of Commerce.
 Local Veterans Service Center.
 United States Armed Forces Institute, Madison 3, Wisconsin.
 Veterans' Administration, Washington 25, D.C.
 Veterans Personnel Division, Selective Service Systems, Washington 25, D.C.

HOW AND WHERE TO GET INFORMATION YOU WANT

Problems you may encounter in starting and operating your own home business may be new to you, but it is inconceivable that others have not had almost precisely those same problems. Specialists have doubtless written about them. Other specialists have provided in print the basic information needed to meet your problems, and there are many "tools" ready for your hand and use in locating the information you want. Your library and your bookstore can give you the keys to this information.

You may not have used a public or special library since you were in school. At that time you may have been digging only for historical or literary material. You may have forgotten that *librarians are spe-*

cialists in aiding anyone looking for special information. Much of their time is spent in assisting businessmen and -women. Their carefully maintained indexes are available to all and scientifically designed to narrow down your search for special information.

You can use these indexes yourself or with the aid of the librarian. In a few minutes the librarian can make you familiar with the indexes. The library has a card catalogue that indexes every book on its shelves by author, by title, by subject matter. All you have to know is your alphabet and the index will give you the key. If the books you want aren't available, the librarian may be able to get them for you on loan from other libraries. Or from directories and indexes available you can get leads that will take you to your bookstore or you can order direct from the publishers.

When you have located books that apply to your interest and problems in connection with a home business, you should examine the bibliographies carefully. Often the bibliographies are in the back of a book. Sometimes, as in the book you are now reading, the references to other books and periodicals and sources of information are broken down and presented where rather specifically applicable to the subject under consideration. Of necessity there is an overlapping. Such listings give you a short cut to building your own specialized library of information in the particular field of your interests.

In searching for books not available in your local library you should consult the Cumulative Book Index, which lists all books in print in the United States and is kept current with monthly supplements. For the very newest books you can examine *Publishers' Weekly*, which describes new books weekly as they are put on the market.

Many magazines are currently publishing information that would be of value to you, and yet you can't examine them all. They contain much information that hasn't yet been made more permanent in books, and it is easier to locate that information than you might expect. Nearly every library contains *The Readers' Guide to Periodical Literature*. This guide indexes by author and subject matter the contents of more than 100 well-known magazines. This guide indexes the more general-interest magazines.

More specialized information is listed in *The Industrial Arts Index* of some 200 periodicals devoted to science, industry, economics, business, finance, management, etc. There are a large number of

magazine guides for special fields. You can locate them by examining the *Special Libraries Directory*.

There are literally hundreds of trade, business, and professional magazines and papers for specialized interests. You can locate the ones you want by asking your librarian for *Ayer's Directory of Newspapers and Periodicals*, in the back of which you will find a subject classification. These papers will inform you of various trade associations that can supply needed information. In searching for the right trade group for you, you can examine *National Associations of the United States*, which is somewhat outdated but because of the stability of most such associations is still very useful.

From the Chamber of Commerce of the U. S., Washington 25, D.C., you can secure:

State Industrial Directories

Where and How to Find Names of Manufacturers

From the U. S. Department of Commerce, Washington 25, D.C., you can secure:

Basic Information Sources. Free.

State-Local Businessmen's Organizations. Free.

From the U. S. Government Printing Office, Washington 25, D.C., you can secure:

American Business Directories

There are hundreds of trade and professional organizations, and directories listing them are frequently available even in the smallest of public and school libraries or in field offices of the U. S. Department of Commerce.

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Founders of home enterprises are urged to use this carefully prepared index as a means of locating and rediscovering information on projects in which they are interested. You may have concentrated your interest in some chapter or parts of this book and overlooked the fact that in other chapters there may be information that is directly applicable to your project. This index can be valuable to you.

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